

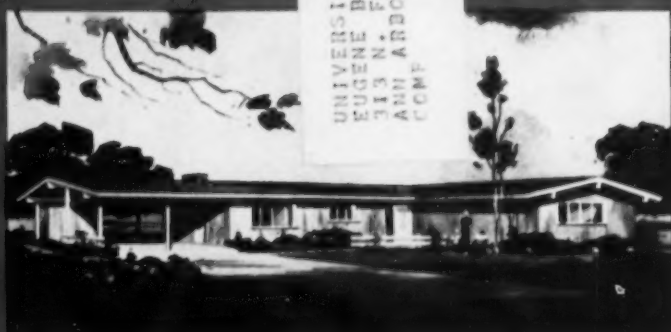
NATIONAL

# real estate

and BUILDING JOURNAL

SEPTEMBER

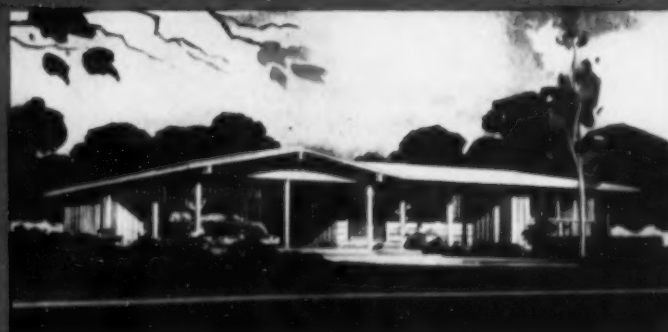
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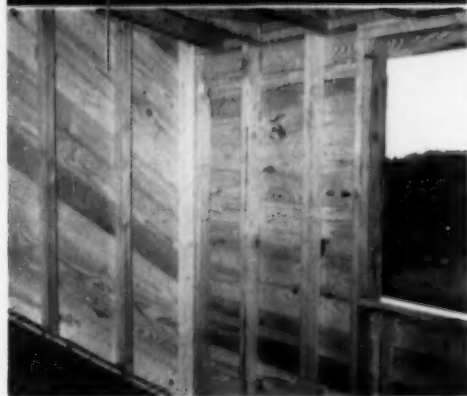
UNIVERSITY MICROFILMS  
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CONF



Glenbrook  
cove



**TEAMWORK—From Raw Land  
To Finished House . . . Page 22**



### YOUR HOMES WILL SELL FASTER WITH FORMICA

To give you the widest range of new "color blended" patterns and the largest selection of modern "postformed" ideas, we help our distributors do these two very important things for you: (1) Carry a complete stock of 70 colors and patterns in convenient, no-waste sizes; (2) Advise and train Formica fabricators in the know-how of modern postforming and up-to-date design. Thus your Formica fabricator immediately has available from his nearby distributor any or all of Formica's 70 colors, patterns and wood grains in cost-saving sizes.

*If your requirements cannot be met, we urge you to wire direct to Formica Corp., Dept. T, Cincinnati, Ohio.*

For the latest ideas in wall applications and free swatches of Formica's new 14 "color blended" patterns, write today to:

**FORMICA CORPORATION** Subsidiary of **AWARDED**

4559 Spring Grove Avenue, Cincinnati 32, Ohio

In Canada: Arnold Banfield & Co., Ltd., Oakville, Ontario.

Customers buy Formica because it is a brand name they know and trust.

#### DEMAND THIS CERTIFICATION

We protect this faith in our product by certifying every sheet with a wash-off Formica marking. It is for your protection and guarantee that you are getting genuine Beauty Bonded Formica.

*This mark certifies genuine*

RUB OFF WITH LOTS OF BAR SOAP ON A DAMP CLOTH



Seeing is believing. If this wash-off identification is not on the surface, it's not FORMICA.



The Fox brothers, Robert (left) and Richard (center) talk with Richard A. Weller of the Bell Telephone Company of Pennsylvania, in front of the model home on the tract of Plymouth Meeting Park, their very successful new home project.

## "Concealed telephone wiring is essential in livable homes"

—say Robert and Richard Fox of Fox-Bilt Homes, Inc., Plymouth Meeting Park, Pa.

"We build homes designed for maximum livability," says Robert Fox. "Concealed telephone wiring is a very important feature of that livability. Customers like the convenience of planned outlets in their homes."

"Also," adds brother Richard Fox, "concealed telephone wiring keeps the beauty of the rooms intact. Customers like that, too. Concealed wiring, telephone as well as electrical, helps us build homes we're proud to offer, and that customers are proud to live in and show to their friends."

Robert and Richard Fox have built many homes in the suburbs of Philadelphia. And their houses

sell rapidly in Philadelphia's competitive market. They feature proven products that customers can rely on. Among those products is concealed telephone wiring, which the Fox brothers, along with trend-minded builders across the country, consider a necessary sales feature.

Your nearest Bell Telephone business office will help with concealed wiring plans. Just ask for "Architects and Builders Service." For details on home telephone wiring, see Sweet's Light Construction File, 8i/Be. For commercial installations, Sweet's Architectural File, 32a/Be.

BELL TELEPHONE SYSTEM



NATIONAL

# real estate

and BUILDING JOURNAL

VOLUME FIFTY SEVEN • NUMBER NINE • SEPTEMBER • NINETEEN FIFTY SIX

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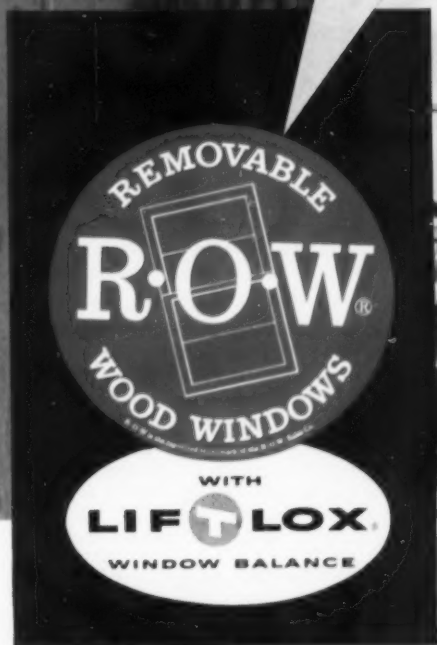
# LET'S FACE FACTS —

Our basic material is fine wood. Our basic products are fine, residential windows. We could make metal windows faster and cheaper—but wood looks better, and works better—longer. We'll stay with wood for frames and sash.



We could have decided to make wooden frying pans with metal handles. But, while making wood comparatively fire-resistant is no great problem, we know of no way to make wood transfer heat. It's too good a thermal insulator. The metal handle would get hot while the wooden pan stayed cool.

Or, we could have gone into the manufacturing of wooden ice cube trays. But, again, wood resists transferring cold—so, ice cube trays made of wood, would be mighty inefficient.



Write for additional information about America's finest windows—now offered at competitive prices.



Wood, with its fine thermal insulating qualities, is exactly the RIGHT material for windows. Even glass is many, many times more efficient as a thermal insulator than aluminum. Try the touch test and you'll see why condensation runs down metal windows to make puddles on the sills.

**R.O.W. SALES COMPANY • 1389 ACADEMY • FERNDALE 20, MICHIGAN**

# THE JOURNAL REPORTS

**Important news for real estate sales agents: VA** is beginning to allow for sales commissions and advertising in CRVs. Allowance is still far too small, but this at least shows VA recognition of the current competitive situation.

**Most important provision of the Housing Act of 1956** equalizes FHA loan-to-value ratio applying to mortgage insurance on new and existing houses under Section 203. Now the minimum down payment on an existing house will be 7% of the first \$9,000 of FHA value, plus 27% of value above \$9,000. Minimum down payment on a \$15,000 home will now be \$2,250, or \$450 less than required under the old provision.

**One major exception to this new provision: When** application for insurance is made within a year following completion on a home which was not FHA inspected during construction, minimum downpayment will remain at 12% of first \$9,000, and 27% of remaining value.

**FHA says, "It is expected the new terms for** existing homes will provide an incentive to builders and real estate firms to participate in the trade-in house program. It is also expected that the new terms will encourage rehabilitation of older homes."

**Other provisions of Housing Act of 1956 include** 35,000 public housing units per year for two years; extension of Title I home improvement and repair program for three years, with increases on loan amounts, and loan periods; increases on loan-to-value ratio under Section 207 on rental housing (from 80% to 90% of value). Bill also provides for a third party making the down payment if mortgagor is 60 years of age or over, and grants more liberal terms for FHA insurance of non-profit rental housing projects designed for elderly persons.

**President Eisenhower vetoed a bill passed by** Congress which would have provided tax exemptions on real estate investment trusts comparable to those enjoyed by security investment trusts. NAREB supported the bill.

**Money remains tight. Some cities report increasing** difficulties with construction financing, to add to the shortage of mortgage money available.

**Bumors that minimum down payment re-** quirements on FHA and VA financed housing will be softened have remained no more than rumors.

**During the first six months of this year, the dollar** volume of residential construction was up 5% over last year, according to George Cline Smith,

economist of F. W. Dodge Corporation. These contract awards, however, represented 3% fewer dwelling units.

**Secondary market prices for immediate delivery** of FHA-insured home mortgages held at a national average of \$97.6 per \$100 of outstanding loan amount between July 1 and August 1. Highest level this year was reached on April 1 when it was reported at \$98.6. Northeastern states reported the biggest decline during the July period (two-tenths of a point), while western states showed an increase of one-tenth of a point. Southeast average on August 1 was \$97.1, northeast average \$99.5. Lowest price offered was \$94.0.

**Prefab industry can be expected to step up its** advertising and promotion in the coming year, to get bigger share of the market. Industry now has enough solid companies producing good quality homes to make final attack on buyer resistance to the idea of prefabrication.

**Rental market gets tougher. In Dallas, landlords** are reported offering appliances, remodeling and swimming pools to keep their tenants. Warning: Don't wait until your tenants are on their way out the door before you start making your property more attractive to them.

**Township near Detroit passed an ordinance re-** quiring payment of \$50 for every building permit for park and recreation fund. Detroit Builders' Association sued, and County Circuit Court held such ordinances to be "unreasonable, discriminatory, unconstitutional and illegal," at least in Michigan. The township had repealed the ordinance when the builders brought suit, but had refused to refund \$24,000 already collected. Court decided in favor of the builders.

**An ordinance prohibiting one-half inch dry wall** in homes was thrown out by Wayne County Circuit Court. The ordinance was said to be "arbitrary, unreasonable and unconstitutional." Popularity of dry wall construction seems to be still on the increase — a leading Milwaukee Realtor reports most of his numerous builders are using it exclusively.

**Prices of existing homes are to remain stable or** rise in coming months, according to the same survey. Rising construction costs and the decreasing supply of land served by water and sewage — both essential for new houses — are responsible for the keen consumer interest in the purchase of existing homes built since 1940, the survey shows.

# This "inside" flush door story makes your house a better buy



Gone are the "buyer beware" days of flush doors that warped and sagged and peeled.

Today, Curtis New Londoner hollow-core flush doors have made such inferior doors (and many others not so bad) happily obsolete.

Home buyers—sharper-eyed than ever in their search for quality—respond to the "inside" story of why Curtis New Londoner hollow-core doors give

them more downright value for their money.

They appreciate the extra value of doors which not only are more beautiful but which withstand the most grueling torture tests.

It pays to install Curtis New Londoner hollow-core flush doors because they help quicken your sales...fatten your profits...and satisfy your customers for a "house-time."

## Why more than 4 million users prefer Curtis New Londoner flush doors



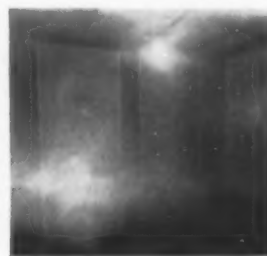
**WITHSTAND BANGING**—the all-wood, hollow-core interior of these doors stands this torture test 529,879 bangs of a 35-pound weight.



**WITHSTAND SLAMMING**—in this torture test, New Londoner doors were undamaged after the equivalent of a lifetime of such slamming.



**WITHSTAND CHANGING TEMPERATURES**—166 cycles of temperature from 110° to 0° F. caused no peeling of New Londoner face panels.



**WITHSTAND HUMIDITY**—Doors stayed flat and perfectly aligned after more than 3 months of humidity changes from 95% to 30%.

Sold by leading lumber  
and Curtis woodwork dealers



### MAIL THE COUPON!

Curtis Companies Service Bureau NRBJ-9-56  
200 Curtis Building, Clinton, Iowa

Please send information on Curtis New  
Londoner doors.

Name.....

Address.....

City.....State.....

# CURTIS

WOODWORK heart of the home

# IN NEWSPAPERS ON TELEVISION ON RADIO



## NOTHING DOWN! NOTHING TO PAY!

This home given away

# FREE

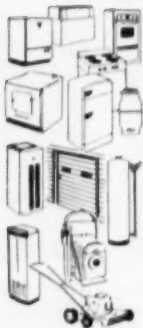
to the winner

**DURING UNITED STATES STEEL HOMES'**



## CORONADO CARNIVAL

### 88 CHANCES TO WIN!



**GRAND PRIZE:** The best prize winner/total winner will win a beautiful home of his own! This 3-bedroom Super Coronado, 2 1/2 bathrooms, two full baths, dining room, living room, kitchen with built-in oven and electric range, large living room with modern wall, convenient laundry area and loads of built-in cupboards and storage space. It is complete, with lot, ready to move in.

- |   |   |
|---|---|
| <b>PRIZES</b>   | <b>PRIZES</b>   |
| 9-11 1st Prize: Refrigerator, Dishwasher, Stove, and 2nd prize: Wash, Electric Range, and 3rd prize: Vacuum, Electric Range, and 4th prize: Lawnmower.  | 47-53 1st Prize: Refrigerator, Dishwasher, Stove, and 2nd prize: Wash, Electric Range, and 3rd prize: Vacuum, Electric Range, and 4th prize: Lawnmower. |
| 12-21 1st Prize: Refrigerator, Dishwasher, Stove, and 2nd prize: Wash, Electric Range, and 3rd prize: Vacuum, Electric Range, and 4th prize: Lawnmower. | 74-75 1st Prize: Refrigerator, Dishwasher, Stove, and 2nd prize: Wash, Electric Range, and 3rd prize: Vacuum, Electric Range, and 4th prize: Lawnmower. |
| 22-23 1st Prize: Refrigerator, Dishwasher, Stove, and 2nd prize: Wash, Electric Range, and 3rd prize: Vacuum, Electric Range, and 4th prize: Lawnmower. | 76-81 1st Prize: Refrigerator, Dishwasher, Stove, and 2nd prize: Wash, Electric Range, and 3rd prize: Vacuum, Electric Range, and 4th prize: Lawnmower. |
| 24-33 1st Prize: Refrigerator, Dishwasher, Stove, and 2nd prize: Wash, Electric Range, and 3rd prize: Vacuum, Electric Range, and 4th prize: Lawnmower. | 82-83 1st Prize: Refrigerator, Dishwasher, Stove, and 2nd prize: Wash, Electric Range, and 3rd prize: Vacuum, Electric Range, and 4th prize: Lawnmower. |
| 34-35 1st Prize: Refrigerator, Dishwasher, Stove, and 2nd prize: Wash, Electric Range, and 3rd prize: Vacuum, Electric Range, and 4th prize: Lawnmower. | 84 1st Prize: Refrigerator, Dishwasher, Stove, and 2nd prize: Wash, Electric Range, and 3rd prize: Vacuum, Electric Range, and 4th prize: Lawnmower.    |
| 36-45 1st Prize: Refrigerator, Dishwasher, Stove, and 2nd prize: Wash, Electric Range, and 3rd prize: Vacuum, Electric Range, and 4th prize: Lawnmower. | 85-86 1st Prize: Refrigerator, Dishwasher, Stove, and 2nd prize: Wash, Electric Range, and 3rd prize: Vacuum, Electric Range, and 4th prize: Lawnmower. |

NOTE: The above prizes (2,000) do not include the cost of installation.

See your nearest USS Homes Dealer listed below. Drive fast! Today and pick up your entry blank.

## DEVELOPMENT NAME

Address *Built by DEALER'S SIGNATURE*

PHONE

**DIRECTIONS**

INDICATE THE OTHER DEVELOPMENT  
PRIZE TO WHICH YOU WOULD LIKE TO ENTER

AND INDICATE  
THE PRIZES YOU WOULD LIKE TO ENTER

THIS AD will run in newspapers in dealer communities. The promotion will be featured on the September 12 telecast of the United States Steel Hour. Local newspaper advertising and publicity stories will spread the word, will alert home

buyers to opportunity that awaits them at their United States Steel Homes Dealer's demonstration home. More than 50 million people will be exposed to the promotion. Many will buy homes.







**UNITED STATES  
STEEL HOMES INC.**  
CELEBRATES 20 YEARS OF SUCCESS!

**GIVES AWAY  
A NEW HOME...  
FREE!**

## HELPS DEALERS TO SELL!

**BUYERS WILL POUR IN!** What more could a builder ask for than a crowd of people who need homes, who want to see his homes, and who will be looking for things to like about his homes? This is exactly what United States Steel Homes Dealers will have this fall during the Coronado Carnival Contest. Contestants will be mostly people who need new homes, because the first prize is a 3-bedroom Coronado Home, manufactured by United States Steel Homes, Inc.—and all other prizes are tailored for people who are about to buy homes. Contestants will have to see the dealers' homes, and they will have to tell what features they like most, and why. **HERE'S THE BEST PART!** Coronado Carnival—the first promotion of its kind in the building industry—can be adapted to any dealer's operation. Each dealer can continue to feature the type and size of home that he can sell most easily. He can tie-in in a big

way, or he can tie-in with a small-scale promotion—depending on the size of his operation and his sales potential. Regardless of his size, he'll get plenty of promotional help, not only from United States Steel Homes, Inc., but from his local suppliers, from newspapers, radio stations, and television stations.

This sort of steady, hard-working sales help has meant new success and steadily rising volume for U. S. Steel Homes Dealers. And it has meant steady improvement in modern prefabricating techniques that were pioneered by the company that grew to become United States Steel Homes, Inc. Continued promotions of this type, continued growth, continued product improvement, will make the next twenty years even better for our dealers than our first twenty. Write, if you would like to join us.





# Guide To New PRODUCTS & ADVERTISERS

How to use this Guide: The number to the left of a manufacturer's name is duplicated on the Inquiry Form. Mark the numbers on the Form about which you want more information at no cost or obligation. Cut out Inquiry Form and mail today.

## NEW PRODUCTS

- 9-1 Thuro-Bilt Homes  
—Three-Bedroom Contessa
- 9-2 Brammer Manufacturing Company  
—Peg-Board Sink Doors
- 9-3 Frigidaire  
—Washer-Dryer Twins
- 9-4 The Majestic Company  
—All-metal Prefabricated Chimney
- 9-5 Alliance Ware, Inc.  
—New Two-sided Bathtub
- 9-6 Continental Electric Equipment Company  
—Circuitrol
- 9-7 Holiday Kitchens, Inc.  
—All-Gas Kitchen Package
- 9-8 The Coleman Company, Inc.  
—Gas-fired Water Heater

## NEW BOOKLETS

- 9-9 General Electric Company  
—“Light for Living” Booklet
- 9-10 New York Legal Exchange, Inc.  
—Up-to-date Mortgage Sources
- 9-11 Lennox Industries, Inc.  
—Installation Data for A/C
- 9-12 Housing and Home Finance Agency  
—“Know Your Local Housing Market”
- 9-13 International Homes, Inc.  
—Color Catalog for Homes
- 9-14 Medusa Portland Cement Company  
—“How to Make Dry Basements”
- 9-15 Fidelity and Deposit Company  
—“Embezzlement Controls for Business Enterprises”
- 9-16 Libbey-Owens-Ford Glass Fibers Company  
—“Home Insulation with Reflective Facing”
- 9-17 National Board of Fire Underwriters  
—“Windstorm Damage Prevention”
- 9-18 Armstrong Cork Company  
—“Quiet at Work”
- 9-19 Metal Lath Manufacturers Association  
—“Metal Lath Attached Directly to Wood Supports”
- 9-20 Oceana Publications  
—“Your Rights As A Homeowner”
- 9-21 United States Savings and Loan League  
—1956 Savings and Loan Fact Book
- 9-22 The Federal Reserve Bank of Boston  
—Profit From Diversification
- 9-23 National Concrete Masonry Association  
—“Concrete Masonry Homes”
- 9-24 American Standards Association  
—List of American Standards

- 9-25 NuTone, Inc.  
—Range and Hood Fan
- 9-26 Dexter Industries, Inc.  
—New Dexter Lock
- 9-27 Arrow-Hart & Hegeman Electric Company  
—Outlet for Modern Appliances

- 9-28 Whirlpool-Seeger Corporation  
—Built-in Ranges
- 9-29 The Majestic Company, Inc.  
—Year-Round Temperature Control
- 9-30 Ideas, Inc.  
—Electriduct

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NATIONAL REAL ESTATE AND BUILDING JOURNAL  
427 Sixth Avenue S.E., Cedar Rapids, Iowa.

I want to know more about the items checked below. Please see that complete information is sent to me without cost or obligation.

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Name	Title		
Firm			
Street			
City	Zone	State	

# Don't Gamble

on your home building program



**Team up with 21 years of P&H know-how . . . Build P&H Homes!**

Why risk *any* more than necessary in home building? Every month more alert businessman-builders are putting their programs on sounder, more *profitable* footing by building Harnischfeger P&H Homes.

When you build P&H Homes, you *know* your costs from the beginning. You're exposed to risk for *less* time because the homes are sold and completed faster. Your capital turns over faster and builds more homes per year.

You get *personalized* counsel in planning, financing, merchandising, construction. You offer quality, design, materials and craftsmanship that make P&H Homes the *preferred* homes with builders, lenders and buyers . . . the best home values in the \$10,000 to \$20,000 class.

## *See the 1957 P&H Homes*

See the new L-Plan Model Homes at Port Washington, Wis. Profit from the P&H Home Selling Festival. Write, wire or call today for an appointment. Harnischfeger Homes, Inc., Dept. NR-569, phone Port Washington, Wis. 611.



**HARNISCHFEGER HOMES, Inc.**

*For 21 years, better value for the owner, better business for the builder*



# THE NEWEST IN BATHROOM LUXURY

## New One-Piece Emperor

Here's the latest in fixtures for your new bathroom—the beautiful Emperor Closet. Its low, massive, one-piece design is both distinctive and luxuriously modern. The non overflow feature and quiet operation set it apart from conventional units. Precision internal mechanism assures extremely smooth, trouble-free operation. A specially designed solid plastic Olsonite Seat is furnished.

ENGINEERED INSTALLATION — QUIET, DEPENDABLE OPERATION



**TWO BOLT PRINCIPAL**—There is no need for extra floor screws. The precision positioning of the two bolts assures rigid anchorage of the closet—saves time and labor.



**THE CARLTON**—available in either elongated or round-front designs with syphon-jet bowls. These deluxe models are ideal for quality home installation.



**THE PRINCE**—a close-coupled design with reverse-trap bowl. One of the industry's most popular closets with both home builder and home owner.

# BRIGGS <sup>★</sup>Beautyware

BRIGGS MANUFACTURING CO., 300 Buhl Building • Detroit 26, Michigan

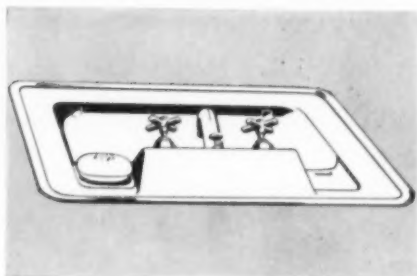
# MODERN STYLING

## WITH REAL SALES APPEAL



The Lindsay open front model—permitting installation in narrow 16-inch counter tops—is the newest and most practical thing in built-in lavatory design. Stainless steel union strips.

The Deluxe Lowell lavatory is the finest of flat rim models which are so popular for single or twin counter-top installation. Prefabricated, stainless steel moldings assure tight, leak-proof fit.



Convenience Features such as soap-space, concealed overflows and anti-splash rim contribute greatly to the value of Beautyware lavatories.

Modern living calls for smartly styled, functionally designed lavatories—and **PLENTY OF THEM** for family needs.

Here are three Beautyware models which can improve your bathroom installations. All three offer superior quality, durability and color processing.

Scientific design and manufacture of all Beautyware lavatories assure accurate and simplified installation—trouble-free, long-life operation. Gleaming, easy-to-clean finishes—precision brass fittings—and choice of five distinctive nature colors—are all strong selling features.



The Whittier is typical of the many Beautyware wall-mounted models available in shelf-back, ledge-back or slant-back design. Optional legs and towel bars require no special wall attachments—are simply installed.

# BRIGGS <sup>★</sup> Beautyware

BRIGGS MANUFACTURING CO., 300 Buhl Building • Detroit 26, Michigan



### Three-Bedroom Contessa

9-1

An attractive addition to the Thuro-Bilt line of prefabricated homes is the Contessa, a three-bedroom model available in a wide variety of designs and floor plans. With dimensions of 42 ft. by 26 ft., the Contessa exceeds FHA and VA requirements and sells for about \$12,000. Other homes offered by Thuro-Bilt range from \$8,000 to \$20,000 in price and feature masonry as well as split-level designs. Custom plans are also available for builders with strong individual preferences.

### Gliding Peg-Board Sink Doors

9-2

In a new role for kitchens peg-board has assumed both decorative and functional values. Manufactured by the Brammer Manufacturing Company, the new sink base can be painted to blend with any color scheme. When the pegboard doors are moved to the left or right, the entire storage area under the sink is exposed for easy access. Concealed sink ventilation is provided on both peg-board and solid door models while recessed knee and toe spaces give more room to work comfortably whether sitting or standing.

### Washer-Dryer Twins

9-3

Yellow, green, pink or white, the Frigidaire automatic washers and dryers for 1957 feature modern lines and matching illuminated control towers which are easily adjusted to provide flexible washing cycles and a choice of water and drying temperatures. The washer has a new underwater bleach and detergent dispenser, a special 12 minute small load cycle for economy and cold water rinse if desired. The dryer has a convenient foot pedal door opener which permits operation of the door when hands are full, and a special Filtrator that removes lint, excess heat and moisture from the air.

### For Rooftop Beauty

9-4

A new all-metal prefabricated chimney, Model 101, has just been released by The Majestic Company. Designed for esthetic reasons, the new chimney is especially suited to larger areas that demand large-



## Product Progress

- New Models
- New Equipment
- New Ideas

To receive further information about any of the items reviewed, without cost or obligation, use the handy inquiry form on page 10.



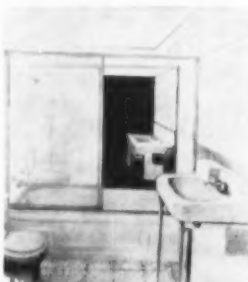


er chimneys. It is well proportioned in a rectangular shape, 18 by 27 inches. The Thulman Chimney is available in a plain gray finish, or in a simulated brick finish with the embossed lines in gray and the bricks in off-white or red. The rain cap, 11 by 14 inches, is finished in a buff color to simulate a projecting flue tile.

### Approach It From Either Side

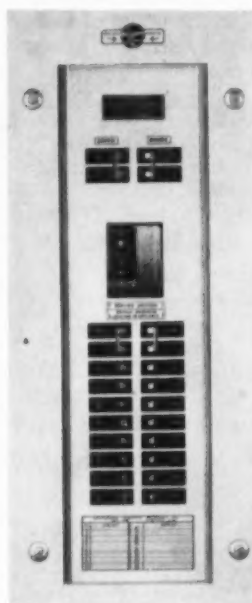
9-5

Now you can get out on the wrong side of the bath tub. Alliance Ware announces this new two-sided bathtub which acts as a divider in a compartmentized bathroom. The application shown here is a double bath with the single tub doing double duty for two bathrooms. Shower doors slide back — give access from either side.



### Power for Today and Tomorrow

9-6



A new home panel-board, the Circuitrol, is announced by Continental Electric Equipment Company. The new unit is specifically designed to appeal to the home owner's need for an all-in-one, built-in home power center, while also providing an extra margin of capacity for future electrical needs. The Circuitrol provides 20 to 42 branch circuits for 100 or 200 ampere entrance service sizes. Identification tags are supplied for individual circuits and a large directory affords quick identification of general-purpose and small appliance circuits. To simplify and speed installation the interior has a three-point suspension and can easily be lifted out.

### All-Gas Kitchen Package

9-7

Color-matched appliances, including built-in ranges and ovens, venting hood, garbage disposer, dishwasher, mixer-blender, chimes and refrigerator, are all available in the holiday package supplied by Holiday Kitchens Inc. Such manufacturers as RCA-Whirlpool, Kitchen-Aid and Servel are represented in the new package, which also includes a water heater, a washer-dryer combination, and a forced air heat unit. No-Tone "inbuilt" mixer is another feature.



### Automatic Cooking

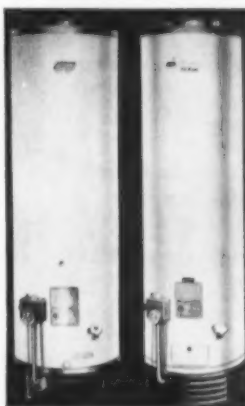


Concealed leveling legs for level cooking on any floor are featured in the new line of Caloric gas ranges available in 30 and 36 inch models. Fluorescent lighting, a built-in electric clock and timer, concealed venting and an optional thermostatic control for automatic cooking are special features of the range top while the oven is fiberglass insulated and equipped with windows and interior lights.

Want to sell more, lease more, exchange more? The new National Real Estate Marketplace offers you a select market of 65,000 Realtors and investors — for as little as \$35! Read all about this new source of business on page 50.

### For Abundant Hot Water

9-8



New economy price gas-fired water heaters have joined the Coleman Company line. In addition, Coleman has re-styled and improved its line of Master Vit-Rock water heaters which feature corrosion-proof dual liners of vitreous enamel and stone, glass fiber insulation, automatic thermostats, and safety pilots which automatically shut off gas to both burner and pilot in case of fuel or pilot failure. Both the Standard and Master models will heat 23.1 gallons of water through a 100 degree temperature rise in one hour.

through a 100 degree temperature rise in one hour.

## New Booklets

### Lighting Sells Homes

9-9

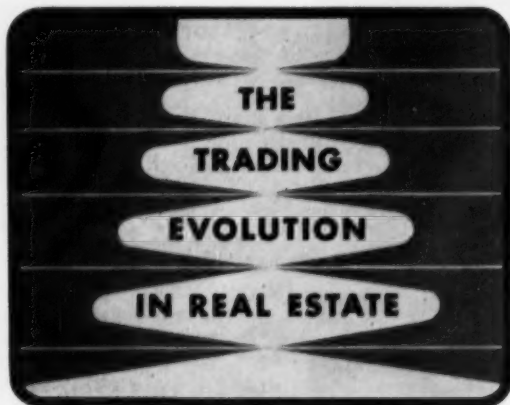
A comprehensive sales kit entitled "Light for Living" is now available for one dollar from the General Electric Company, Large Lamp Department, HG-1, Nela Park Cleveland 12, Ohio. Included in the kit are a 256-page illustrated book, "How to Decorate and Light your Home," a wall lighting Guide, a lighting Fixture Guide, a Booklet of suggested "Selling Sentences," and a 43 page "Builder's Book of Lighting."

### Up-to-Date Mortgage Sources

9-10

A new edition of a standard reference list of mortgage sources has been published by New York Legal

# New Training Film that **shows** **you how** to start a **TRADE-IN PROGRAM**



## LEARN!

- how to obtain funds through investors to handle trades
- methods of determining value of trade-in properties
- how to market trade-in homes
- how training will benefit your company and salesmen
- what forms and systems are needed

Based on the highly successful trading methods of the Gordon Williamson Company of Detroit, this full color sound slide-film with reference manual gives the complete story of how trading helped this Company increase its volume from \$8,000,000 to \$20,600,000 in just one year.

### BROKERS! BUILDERS!

Order this full color sound slide-film now! Here is everything you need to help you start this important phase of the Real Estate business in your company.

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Exchange, Inc. The compilations include lists of insurance companies and mutual savings banks as an aid to you when you're seeking out-of-town mortgage sources, FHA, VA, or conventional. An important feature of the directories is the names of the loan officers.

## Installation Data for A/C

9-11

A 21 page illustrated manual describing installation of the Lennox Stowaway air conditioner emphasizes the flexibility of this unit for central cooling.

## Know Your Market

9-12

"Know Your Local Housing Market" is the subject of a comprehensive booklet issued by the Housing and Home Finance Agency explaining the vital importance of market analysis. It suggests a localized cooperative market analysis by community builders, lenders, building materials suppliers and a market analysis with emphasis on such key items such as population trends, unsold inventory of new houses, employment and income, population trends, etc. May be ordered for 25 cents from Superintendent of Documents, U. S. Government Printing Office, Washington 25, D.C.

For as little as \$35, you can advertise any property to more than 65,000 Realtors, property owners, chain stores, industrial organizations, insurance companies, and other investors. Turn to page 50 for the details of this amazing opportunity!

## Color Catalog for Homes

9-13

A new color catalog is out featuring the entire line of low and medium priced homes offered by International Homes, Inc. Construction and erection photos are also included.

## For Dry Basements

9-14

Medusa Portland Cement Company has just published a 15-page brochure entitled "How to Make Dry Basements." Old and new basements come under study in this pamphlet which describes various uses for Medusa Water Repellents.

## To Avoid Embezzlement

9-15

"Embezzlement Controls for Business Enterprises" is the title of a new 32-page booklet published by Fidelity and Deposit Company of Maryland. Its author, Lester A. Pratt, is a C. P. A. who is nationally known as a specialist in employee fraud investigations.

For further information, or for copies of free booklets, use the handy inquiry form on page 10.

## Insulation Guide

9-16

"Home Insulation with Reflective Facing" is the title of a new four page brochure issued by L. O. F.

# NEW



## promotional opportunities for franchised American Houses Builders!

Plan to build the "Rosewood"—newest House of Vision by American Houses, Inc.! You'll get the benefit of nationwide attention, because this moderately-priced home is being featured in the October issue of *Living for Young Homemakers*! You'll get added sales, because a full-color advertisement in the same issue lists all cooperating builders! You'll be able to offer smart styling, rock-solid construction, a thoughtful plan, and quality that can't be matched at anything like the price! All this—*plus* a power-packed collection of selling helps! Write today for more details!

3-bedroom, 2-bath "Rosewood", designed to sell in the medium price range



The first House of Vision appeared in the May 1956 issue of *Living for Young Homemakers*. Within one month of the promotion, American Houses builders had sold hundreds of these and similar models.



## American Houses Inc.

*Creators of the House of Vision*

Dept. NRJ-956, P. O. Box 239, Allentown, Pennsylvania



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Perfect for any listing whether Furnished, Occupied, or Vacant.

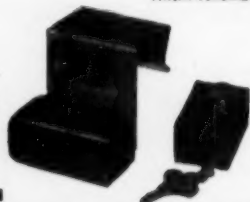
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Glass Fibers Company. It gives a complete description of the material and detailed installation instructions.

### Windstorm Protection

9-17

The National Board of Fire Underwriters has just issued a 40-page booklet entitled "Windstorm Damage Prevention." The material points out that attention to details of new construction and repairs can do much to reduce damage and personal danger from hurricanes and tornadoes.

### Quiet, Please!

9-18

A 16-page booklet entitled "Quiet at Work" outlines and illustrates typical applications of acoustical products produced by the Armstrong Cork Company. Such topics as economy, fire-safety, maintenance and light reflectivity are discussed in layman's terms.

### Metal Lath Bulletin

9-19

"Metal Lath Attached Directly to Wood Supports," is the topic of the latest free technical bulletin made available from the Metal Lath Manufacturers Association. Included are recommended methods for nailing metal lath to wood studs.

### Homeowner Rights

9-20

The relationship between buyer, seller and broker; between landlord and tenant; between homeowner and those who come on his property, whether by invitation or not, is discussed by Louis M. Nussbaum, attorney associated with New York state's Department of State, in a booklet called "Your Rights As A Homeowner." The 96-page guide is \$1 paperbound; \$2 clothbound. Available through Oceana Publications, 43 West 16th Street, New York 11, New York.

Have a specialized property that will benefit from *national* advertising? The new National Real Estate Marketplace is your opportunity to reach 65,000 Realtors and investors — for as little as \$35. Read about it on page 50.

### Savings & Loan Information

9-21

The 1956 Savings and Loan Fact Book, a publication of the United States Savings and Loan League, digests the savings and loan business through its 125 years of existence. It contains a wealth of statistical charts and tables. The savings and loan business, the booklet says, held 37 per cent of all home mortgages recorded in 1955, pushing its total mortgage value to an estimated \$31.6 billion.

### Profit From Diversification

9-22

Diversification into new industry fields is a business alternative which has proved a highly successful approach to the problems presented by declining, fluctuating, or vanishing markets and low profit margins. The Federal Reserve Bank of Boston, in a booklet study of the New England textile industry, treats one approach to these problems — diversification into nontextile lines.

(Please turn to page 47)





## Small builders make big plans with Inland Homes

Take the story of Quentin and Orville Larrick of Union, Ohio. Builders of conventional houses for five years, they tried their first Inland prefabricated house package two years ago. Since then they have built 43 houses — all Inland. They are now underway with a 153-house project — all Inland.

Why did Larrick and Larrick choose Inland? Here's Quentin Larrick's answer. "... prices are lower than any of their competitors, quality is tops and the excellent service provided by Inland and their Factory Representatives save both time and money. We have been able to expand our building operations *three-fold* by building Inland Homes, since it is the most complete house package on the market today. It eliminates the time previously devoted to purchasing, waiting for deliveries and checking materials from various sources."

Larrick and Larrick are but one example of many small builders expanding their building operations and making quick sales by using the Inland Homes prefabricated package.

Find out how you can build and *sell* more homes. Write on your letterhead or call Inland for complete information.

**Inland<sup>®</sup> Homes**  
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Unanimous choice of  
builder and realtor,  
creators of

Glenbrook Cove subdivision\*:

**LENNOX**

for heating and air-conditioning

*From planning right down through promotion, Glenbrook Cove subdivision is an example of how cooperation between builder and realtor pays off.*

The builders, Tom and Dave Barry, of Hawkeye Lumber & Mill Company, chose equipment with the complexities of building construction in mind; the realtor, Bob Condon, of Yuill and Gohmann,

considered the problems of mass selling. Working together they chose Lennox for Glenbrook Cove because Lennox fitted the requirements of each exactly — unquestioned quality of product and dealer service backed by the top brand name in residential heating and air conditioning. *Plus* the powerful home-selling aid provided by Lennox!

It pays to do business with

**LENNOX**

through more than 5600 dealer-experts

\*Cedar Rapids, Iowa (See page 22)

*For complete information on product, service and merchandising assistance, write Lennox Industries Inc., Heating and Air Conditioning, founded 1895; Marshalltown and Des Moines, Iowa; Syracuse, N.Y.; Columbus, Ohio; Ft. Worth, Texas; Los Angeles, Calif.; Salt Lake City, Utah; Decatur, Ga. In Canada: Toronto, Montreal, Calgary.*

## Why Cooperate With Your Builders?

**S**ELLING for builders has come of age. In a matter of two or three years, the real estate industry has developed a vast new source of business. The marketing concepts of the home building industry have undergone profound changes. How has all this affected you, as a real estate man? What further developments can be foreseen?

The article on page 22 of this issue, "Teamwork — From Raw Land to Finished House," gives a clear picture of the services real estate sales agents are providing today. Two or three years ago, a subdivision planned and created like Glenbrook Cove would have been a rare thing, a curious exception to the rule.

What has happened in the past three years to bring about these new ideas and approaches? Why have they come about?

Home building, in the years following World War II, came to be regarded as a self-sufficient industry. Few industries have ever enjoyed a more favorable seller's market. Builders had no need for sales agents, or for any other outside help. The only trouble was, it didn't last. Continued high housing production began to shift the "balance of power" toward the buyer.

The sales agent came into the picture then, and the term "sales agent" meant little more than that. He provided the sales force and handled the contacts with buyers. Limiting the sales agent to this minor role was an idea that never took firm root. There are two basic reasons why:

1) The builder needs more help than just sales help.

2) The sales agent's reputation is linked to the houses he sells. His reputation is in constant jeopardy unless he takes an active part in the creation of the houses he sells.

These two factors have produced the new concepts that are now accepted procedure in residential construction. They can be boiled down to one word: *cooperation*. Home build-

ing is no longer the exclusive purview of the contractor.

The sales agent is now directly involved, along with the builder. The sales agent and his builder-client, as a matter of course, discuss design, floor plan, product selection, financing, advertising, platting, and countless other matters. Their cooperation has produced better houses and more sales, more profit to the builder and more commissions to the sales agent.

Because most sales agents sell for a number of builders, a revolutionary centralized purchasing technique has been developed. The sales agent, acting as "purchasing agent," reduces the cost of materials to his builders and increases the amount of money he has available to advertise and promote the projects.

Because most sales agents now offer trade-in house plans, they can release home owners' equity for down payments on new and better homes. By doing so, they increase sales for themselves and create more business for their builders.

By working closely with manufacturers, distributors and suppliers, sales agents are getting more help in advertising and promotion. The opportunity for manufacturers to reach a group of builders through a single sales agent tremendously increases the importance of the sales agent both to the manufacturer and to the builder.

The underlying theme of these and other ventures is the principle of close cooperation between sales agents and their builder-clients. Putting this principle into action has meant more business, and on the soundest possible basis.

The transformation of home building and the rise of the sales agent means that your future in residential construction is brighter than ever before.

*Dot Payton*

# TEAMWORK — *From Raw* *to Finished House*

Starting from a listing of an undeveloped 92-acre tract, a midwestern real estate company became the exclusive sales agent for 250 fully air conditioned homes. Here is the step-by-step story of how a sales agent and two builder-clients found that best results come from working together on every detail.

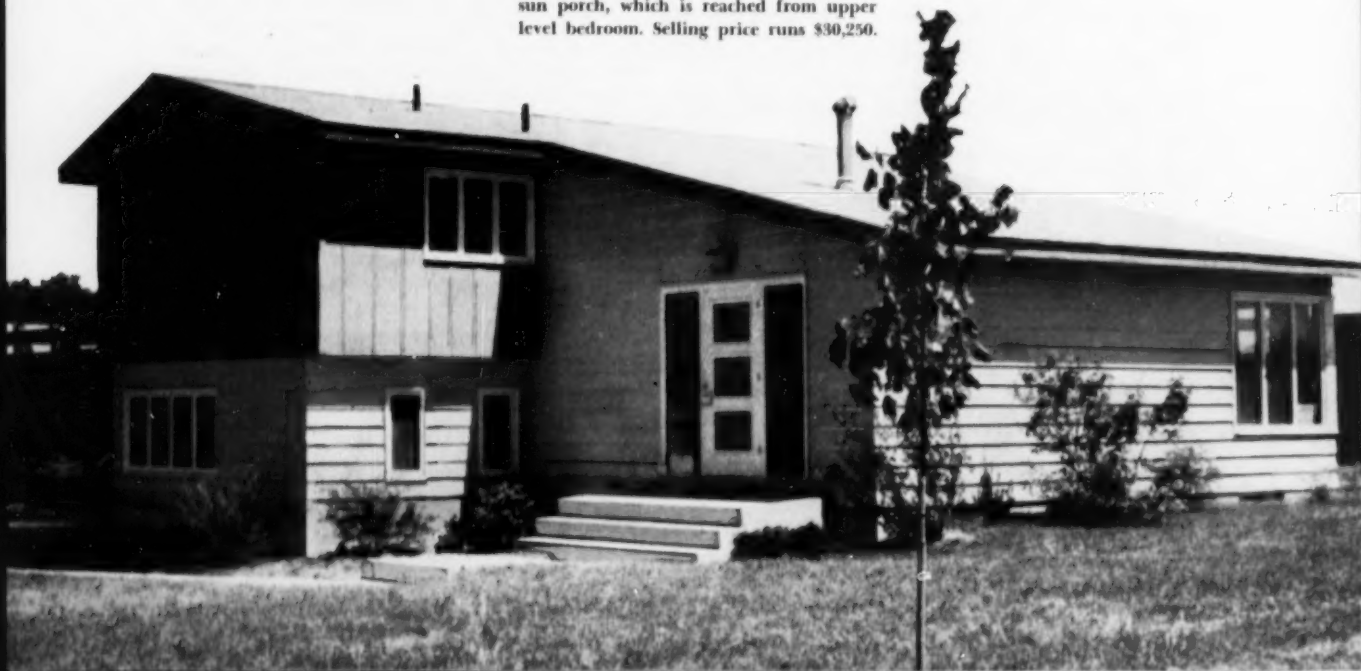
**B**UILDING a project of homes that will sell readily now requires close *co-operation* between the sales agent and his builder-client. That principle is being demonstrated all over America, in increasing numbers.

How do such projects originate? What factors are considered in planning, designing and equipping the houses? What promotional and advertising techniques are used? Who decides what? How does good teamwork operate?

Here is a case-study that helps answer such questions.

Builders Tom and Dave Barry of Cedar Rapids, Iowa, selected the real estate firm of Yuill & Goh-

Exterior view of split-level model emphasizes the departure from traditional design. Roof of carport in rear doubles as sun porch, which is reached from upper level bedroom. Selling price runs \$30,250.



# Land

By BOB PAYTON  
Managing Editor

mann to be their sales agents and advisors in the development of Glenbrook Cove, which when completed will provide 250 fully air conditioned homes in the \$20,000 to \$35,000 price range. More than two years of planning and close co-operation between these two builders and their sales agent preceded the opening of this subdivision this summer.

## • Initiating the Project

Glenbrook Cove, like so many projects these days, originated with a listing on 92 acres of rolling, wooded land in an attractive, residential location. Bob Condon, of the real estate firm of Yuill and Gohmann, thought at first that selling the lots to a group of individual builders might be the best way to dispose of them.

In the course of making inquiries among local builders, Condon talked with Dave and Tom Barry, operators of a local lumber company. The Barry brothers had been thinking seriously of entering the project building field for some time, as a supplement to their lumber business. The tract looked good to them, and the project crystallized. A separate building company would be established to build the houses, a land developer would improve the tract, and Yuill and Gohmann would serve as exclusive sales agents.

From that point on, the two builders and their sales agent worked together on every phase of the project. Teamwork was the byword, and the best ideas and suggestions of each were incorporated in the best possible development the three men could create.

## • Estimating the Market

With the tract available, count-

less basic decisions had to be made. Price range, general design features, product features, mortgage terms — all these had to be considered.

It was decided the houses should be in the "upper-middle" price range — \$20,000 to \$35,000. The three men estimated their market this way: Project building in the area had been limited to low and medium priced homes. Only custom building entered the higher price ranges. The community was growing rapidly, and there appeared to be a substantial number of potential buyers in the 35-45 age group.

These buyers, the ultimate market, own their own homes, and are interested in Glenbrook Cove as a means of satisfying their desire for a *better* home. They are product-conscious, well aware of

the nationally advertised products and equipment featured in the general shelter magazines. They are looking for homes that fit their modern point of view so the homes must be of contemporary design and must contain a full range of design and product sales features.

Three focal points were fixed as sales features: Year-round air conditioning as standard equipment; contemporary design; and fully equipped, modern kitchens.

Air conditioning had not been used in any project homes in the area. But from their observations, builders and sales agent agreed that sales of room air conditioners, heavy national advertising by air conditioning manufacturers, and the success of air conditioned projects in other parts of the country, made the trend clear. For homes in this price range, they believed,



## What do the builders of Glenbrook Cove say about the work of their real estate sales agent? Here is Dave Barry's opinion:

"It has been invaluable — no question about it. We started from scratch on this development and we've worked out the whole thing together. Our sales agent cooperated with us in the selection of products, platting procedures, negotiating for public utilities and getting mortgage money. He even brought business in to our lumber company from an entirely different project."





Exterior of one-story ranch style was modified to give colonial touch without sacrificing basic contemporary design. Railing and decorative light post add to the colonial effect. This model has about 1,600 sq. ft., three bedrooms and family room, plus full basement. Carports are standard with all models. Average sales price on this home is \$29,500.

long range value would depend in part on air conditioning as standard equipment.

To offer all these features within the estimated price range required savings in construction costs. The development was planned to be built at the rate of 80 houses a year until completion, which meant a regular, dependable building program. With the builders also operating a lumber company, further savings could be made in off-site fabrication of components. Purchasing could be planned to fit a set construction schedule to cut down on delays caused by slow delivery of materials.

Financing was a major question. All three men investigated the mortgage situation and reached the conclusion lenders in the area were over-loaded with mortgages on lower-priced homes. Glenbrook Cove offered an opportunity for lenders to balance their mortgage portfolios with higher priced homes.

Condon tackled the job of platting the development and submitting all the required material to the FHA. Complete data on utilities, streets, typical lot improvements, restrictive covenants were compiled and submitted. According to the builders, the work of the sales agent in this phase of the project was one of his most important contributions.

#### • Designing the Houses

Designer of the homes was Tom Barry, but here, as elsewhere, the job was a co-operative effort, with

Dave Barry and Bob Condon contributing innumerable ideas and suggestions. With general responsibility broken down into three areas — Tom Barry designing the houses, Dave Barry overseeing construction planning, Condon in charge of sales and promotion — each viewpoint deserved consideration. Cost-saving construction methods had to be weighed against good design principles, and design in turn had to be weighed in terms of buyer demands.

Glenbrook Cove, when it opened, offered six basic plans with 34 variations. Only minor modifications in these plans could be permitted if the economies of mass construction were to be gained. Builders and sales agent felt sure,

however, that the six plans and numerous variations would offer enough individuality to suit the tastes of almost every prospect.

The houses range in size from 1,200 to 1,762 sq. ft., and are all three-bedroom designs. Each plan includes a family room, to be used as such or to serve as an optional bedroom. Open planning, with large glass areas and partial walls, gives the houses maximum effect of roominess without sacrificing privacy.

Because air conditioning is standard equipment, the homes were specifically designed to keep operating costs at a minimum. Orientation of the house on the lot, the width of the roof overhangs, the number, size and placement of windows, as well as the heating plant itself, were carefully balanced to give best results with low operating costs.

In all these design decisions, Condon's estimate of what home buyers want, where they want it, and what they will give up somewhere else to get it, played a vitally important role. The sales agent's work in selling existing houses of all types to all descriptions of home buyers gave him an unique opportunity to discover the things that would appeal most to buyers.

First major product decision to be made, of course, was on air conditioning, and it was a complicated process. More than price had to be taken into consideration. But what other factors should be examined?

It was decided from the beginning that only nationally-advertised brands would be considered at all. Heavy national advertising

New street, which was built to connect the project with a main thoroughfare, is set off by the dignified entrance. Street leading to the project is about one block long and curved, with tall trees lining both sides. Land and development costs will be \$768,000.







Two views of the "C"-shaped kitchen of the split-level model show the abundant cabinet and counter space provided and the full range of appliances included as part of the package. Wall-hung refrigerator and freezer, built-in oven and counter top range, dishwasher, disposer, vent fan and hood are standard equipment in this model. All cabinets are solid maple throughout, and standard in all models.



## Product Selection

campaigns during the preceding year had convinced the Barrys and Condon that it would be a good time to push air conditioning as standard equipment, but a nationally known brand had to be used if the advertising was going to work to their advantage.

A second point that had to be investigated was the service available locally. Which manufacturers would offer competent local service and installation? What kind of service arrangement could be worked out? Which manufacturers offered most help on promotion and advertising? Which ones could give the best heating and air conditioning plan?

Some manufacturers, it was found, were completely out of line on price. Others either had no local outlet or could not assure adequate service or installation. Some of the engineering analyses were poor. Several manufacturers, however,

could offer the kind and quality of equipment and service, at a reasonable price, that were demanded.

In other product areas, the same general facts had to be determined. The three men put heavy emphasis on the kitchens and appliances, and insisted on brand names along with quality. Buyers could go the limit in picking the kitchen to fit

their needs. Condon worked closely with the Barry's on each step in product selection, and the final choice in every case represented a *group opinion* of which product offered *most* sales appeal at the best price.

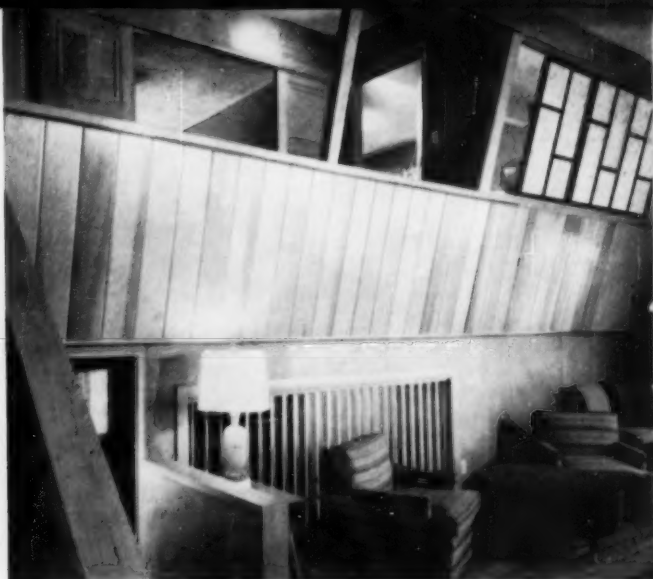
Although some sales agents content themselves with indicating general trends in what buyers

### Should you help your builders in product selection? Here is the viewpoint of builder-designer Tom Barry:

"The builder should call in his real estate sales agent for help in selecting the products that will help sell the houses. Working on Glenbrook Cove, Condon cooperated with us on **all** the products we've included — right down to the medicine cabinets in the bathrooms."



\$2,800 worth of appliances are featured in some models. Kitchen center has complete set of appliances in one unit along this wall, with wall-hung refrigerator-freezer on opposite wall only a step away. Washer and dryer combination is also part of this unit.



Living room, with high, sloping ceiling, and open hallway is the dramatic center of the split-level model. Contrasting and complementary textures of paneling and millwork add to "custom built" atmosphere. All model homes were fully decorated.

want, Condon worked on the actual selection of products "right down to the medicine cabinets in the bathrooms." Brand name consciousness, which in some projects stops with obvious items such as appliances, was extended in Glenbrook Cove to cover insulation, roofing, sheathing, millwork, fireplaces, double-glazing, floor covering and wiring.

Quality homes, as far as the builders and their sales agent were concerned, must contain brand products if the full effect of quality is going to be put across to home buyers.

As plans developed, the team decided one or two model homes wouldn't be enough. Five models were built, showing a cross section of the variety of design and style

available, making it possible for prospects to picture their specific home without straining their imagination.

Initial publicity on the project was heavy locally, for a number of reasons. It was the largest higher priced development ever announced for the area; it was the largest fully air conditioned project north of St. Louis; it featured homes that

### **Selling Quality With Brand Names**

**Well-known brand names in most buyers' minds are synonymous with quality. The developers of Glenbrook Cove selected these well-known brand-name products, materials and equipment to emphasize the quality of the homes they build:**

LENNOX heating and air conditioning  
MUTSCHLER "Holiday" kitchen cabinets  
FARLEY AND LOETSCHER "Qualitybilt" casements and doors  
GENERAL ELECTRIC kitchen appliances  
AMERICAN-STANDARD bathroom fixtures  
E. L. BRUCE oak flooring  
THERMOPANE double-glazing  
PRYNE vent hood  
BIRD roofing  
CELOTEX insulating sheathing

U.S. GYPSUM SHEETROCK  
POMPONA mosaic ceramic tile  
MISSION glass-lined water heater  
MODERNFOLD folding doors  
MINNEAPOLIS-HONEYWELL heating controls  
GERITY bathroom fixtures  
MASONITE panel grooved siding  
THULMEN fireplaces  
Wiring certified by ADEQUATE WIRING BUREAU  
House renderings by QVALE ASSOCIATES

## Advertising and Promotion

departed from traditional mid-western designs. The land transaction itself was one of the largest in the history of Cedar Rapids. Condon kept the newspapers well informed on the project as it took shape, and local newspaper coverage was picked up by wire services and used widely throughout the middle west.

No brochure, as such, was prepared. Condon decided the cost for such a brochure, if it included a comprehensive catalogue of the various plans and variations, would be prohibitive. To take the place of an elaborate and costly brochure, a 12-page newspaper section was prepared, to appear as a special section the day of the opening. Several thousand extra copies of the section were printed to use in place of the brochure as handouts at the model homes.

Tie-in advertising was used to give added impetus to the promotion. The appliance dealer, heating and air conditioning contractor, the developer, the department store which furnished the model homes, the lumber company, the light and power company, two electrical supply companies, the plumbing and heating installer, the paint supplier and ceramic tile installer all co-operated in the newspaper section. Additional co-operative publicity from the heating and air conditioning contractor and the light company on radio and television heightened interest during the weeks preceding and following the opening.

All five model homes were fully decorated by the local department store, which also served as floor covering subcontractor. Buyers had access to the floor covering department of the department store to make their choice of color and design of floor tile.

No sales office was set up at the site. Condon believes selling homes in this price range means contacting the prospect at his home or office after he has been out to see the houses.

The model homes were staffed with one salesman in each house,

along with representatives of the air conditioning manufacturer and the insurance companies participating as mortgage lenders. The salesmen guided the prospects through the houses, explaining the sales features, and getting names for later contact.

As the homes are built and sold,

the plan is to keep four or five unoccupied at all times, to serve as demonstration houses whenever the need arises. Condon anticipates peaks of interest as the project develops, and believes this will enable him to stimulate sales whenever necessary by further promotion.

Location of Glenbrook Cove and proximity to main thoroughfare are shown in this aerial view. Shopping center nearby is just completed, has 28 stores. Downtown is 10 minutes away.



## Presenting GLENBROOK COVE



THE newest and finest subdivision for the Cedar Rapids and Marion vicinity. Quality homes of contemporary and traditional design, constructed for the young at heart by Hersey Lumber and Mill Co. A sheltered area containing Indian Creek, 300 acres, with 65 basic architectural styles to offer the long awaited quality home development for this area. Fill and Gutierrez Brothers (exclusive sales agent) invite you to the premier showing of GLENBROOK COVE.

Visit Glenbrook Cove Addition today.  
Call our Home Location Line 500-5000 for  
Glenbrook Drive 101 - Watch for Signs

Special newspaper section appeared in Sunday paper on day of opening. Numerous subcontractors and suppliers cooperated in this section, and cooperation was received in radio and television advertising as well. Section ran 12 pages and featured professional renderings. Extra copies were then used as handouts at model homes.

# Put TV to Work for More Sales

Advertising houses on television is still a new field. How can you use TV more effectively? What new techniques should you consider?

By JOSEPH STAMLER  
Sales Manager, WABC-TV  
New York City



**T**ODAY's housing situation might best be called "urgent," rather than desperate. Instead of being panicked into buying the first available house, the young married couple now manages to shop around. It is estimated today's average couple takes about a year to decide on the house of their choice.

Since the search for homes has now become a selective process it is vital to advertise homes for sale more dramatically than in the past. Television provides this dramatic effect.

Road building programs are keeping pace, bringing the home seeker closer and more conveniently to his goal. How, then, can you best utilize the medium of TV to get his message across?

We believe Realtors should take a long-range view of TV advertising. The home buyer is a "captive viewer" who will remain loyal to the TV program for a long period of time in hope of finding the house he wants. And since this is probably the largest single investment he will ever make, the home owner is usually a cautious buyer.

Sunday morning, between ten and eleven, is the best TV time for a real estate program. By ten o'clock most children's programs are out of the way. There is no competition at home for the TV set. Also, the program has an immediacy about it. The buyer usually takes to the road on Sunday afternoons to check on leads. Newspapers are aware of this custom and carry the bulk of their real estate advertising in their Sunday

editions.

As to the ingredients of the TV program, itself: A man and woman team, personable, warm and sincere, is highly desirable. The background should be simple and homey, reflecting the average home viewer's personality.

Each week, the program should select four or five different houses for presentation. This provides a cross-section of styles and locations for the viewers. Homes in the low to middle-income price category should be shown through the use of films or still pictures. A film of model homes in a project should also show the surrounding areas.

If you're selling homes for several builder-clients, your program can feature an interview with the builders. After describing his experience and reputation, he can point out the features of the homes he builds. In this he is backed up with blow-up still shots of the interiors. Such factors as price and financing should be discussed.

Traffic directions and motoring conditions for Sunday driving to model homes, as well as a discussion of weather conditions, should be an integral part of the series.

A highlight of each program would be the "Home Special." Here you can set a "bargain" price on a home if the buyer acts promptly. This will stimulate interest among potential home purchasers looking for bargains.

A three-minute cartoon for the children can be inserted in the TV program. This serves the double purpose of amusing the tots and getting them on your side for the

remainder of the program. (And, since most housing projects have recreational facilities for children, the use of a cartoon feature would blend well with the sales message.)

It should be kept in mind that selling real estate on TV is a specialized service-type of program. As such, it cannot and should not compete with the major network programs normally shown during evening hours. It is likely that real estate TV programs will have lower ratings but they will enjoy a higher percentage of potential buyers for their products than entertainment-type programs. The reason, obviously, is that the viewer of a real estate program is a definite prospect for the purchase of a home.

There are a number of ways in which a real estate program can get on the air. The course recommended in the best interest of all concerned — Realtors, builders, and TV station — is for the producer of the program or the station itself to get participating sponsors from among a group of Realtors in the area.

The real estate industry, despite huge expenditures for advertising, has not yet made full use of television, an instrument of communication which has proved to be the most effective advertising medium in the history of marketing. By utilizing some new television techniques, the real estate industry can enjoy the same marked success in selling its products as manufacturers of refrigerators, soap, cosmetics and other products who use TV so effectively.





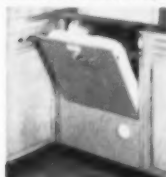
Typical Examples From  
Dozens of Special Features



Exclusive Shelf/Trays



Built-in Refrigeration



Matched Dishwashers



Custom Breakfast Bars



Built-in Cooking



Built-in Tables



Pantry Centers



Special Cabinets

## Real estate firm and builder agree on **MUTSCHLER KITCHENS** for their Glenbrook Cove project!

Shown above is a Mutschler *custom kitchen* being installed in the "Glenbrook Cove" 250-home development at Cedar Rapids, Iowa.

These homes, ranging from \$20,000 to \$35,000 in price, are planned around three basic sales features: contemporary design; air-conditioning; and fully equipped, modern kitchens.

Mutschler hardwood cabinet-work has been the choice of discriminating homeowners since

1893. Made by skilled craftsmen using modern machinery and methods, Mutschler features the very latest kitchen developments including cabinets for all built-in appliances of any manufacturer.

For "design original" kitchens for your outstanding homes, see your Mutschler kitchen specialist.

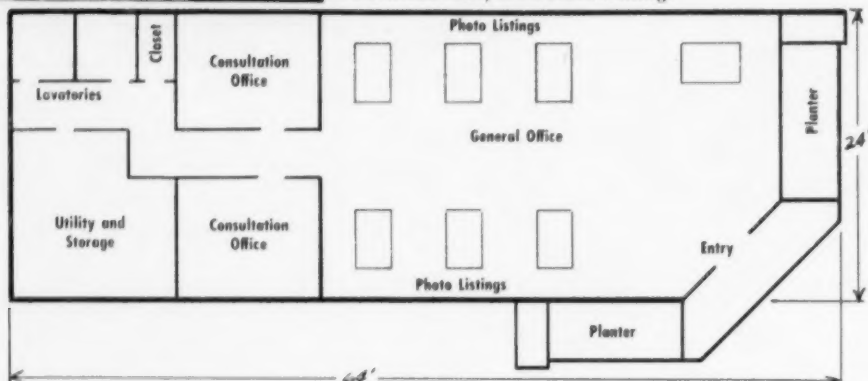
**MUTSCHLER BROTHERS COMPANY**  
Dept. 9156, Nappanee, Indiana





Dramatic, modernistic entrance area avoids the flat, square look so many offices have. Brick pilasters act as frame to entrance area, emphasize, as does five-foot overhang. Thorsen also has four other offices in the suburban area of Chicago.

Floor plan shows free movement achieved by layout, without sacrificing privacy or efficiency. Reception area and general office area are open, with comfortable armchairs provided for clients weary from house-hunting.



## Designed for Comfort

Convenience of location and comfortable surroundings for clients were the two major goals in planning this new office in a Chicago suburb. Here are some ideas for the offices you may be planning to build or modernize.

**A**FTER showing people homes for several hours, you have to be able to bring them back to attractive, air conditioned offices with comfortable armchairs."

This is the theory of Joseph A. Thorsen, La Grange, Illinois Realtor. Faced with the need for opening a fifth office, in nearby Downers Grove, Thorsen was determined that "the office should be in a convenient location and have uncongested movement inside."

Just recently opened, the office has five salesmen working from it, in addition to the secretarial staff and one maintenance man. To get away from the usual square, "boxy" look, Thorsen built entrance area of

the building around one corner, framing the large glass area with brick pilasters and a wide overhang.

Parking has been provided for 18 cars, with an additional eight spaces available on the side street. Fully air conditioned, a louvered canopy extends over the windows on the west side to minimize heat gain.

The interior of the 24' x 64' building is divided into a reception and general office area, consultation offices, storage space and lavatories. Photo listings of 200 homes available are on one wall of the general office area, and photo listings of homes recently sold are on the opposite wall. Homes available are listed with location, number of bedrooms and price.

Both consultation offices were designed to have non-load-bearing walls, which could easily be removed to provide additional space if the building is someday used for other purposes.

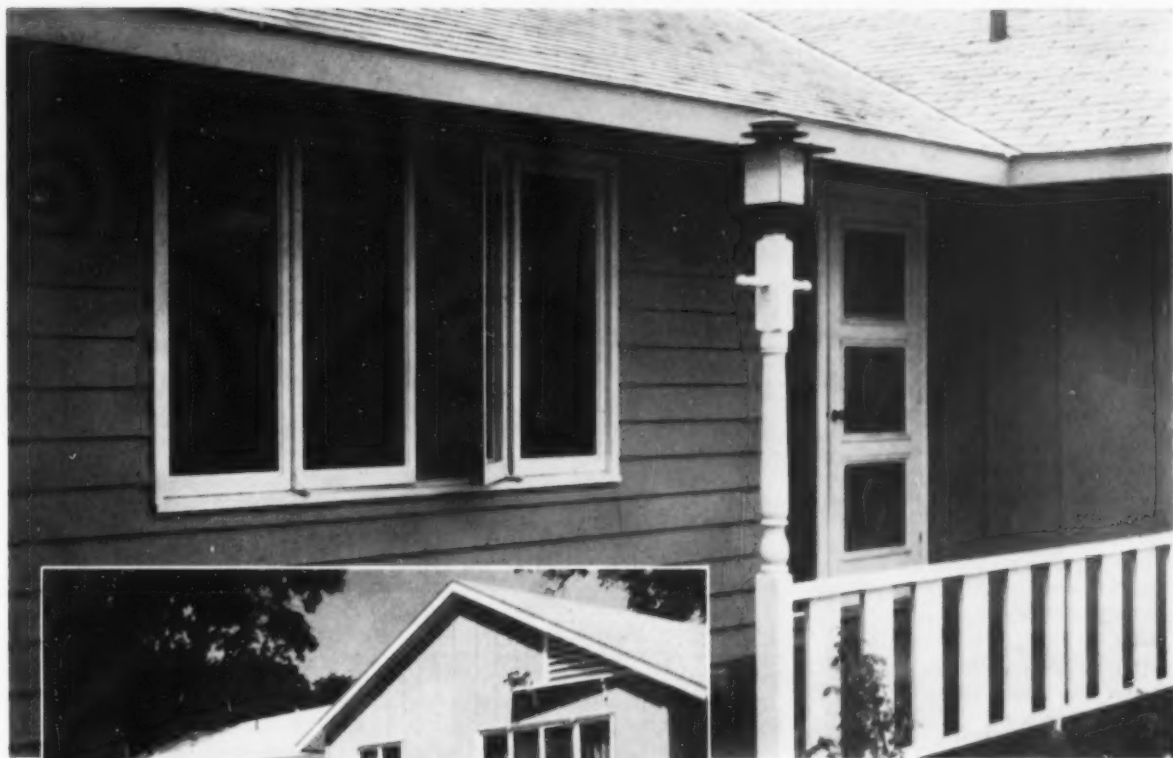
The office also features acoustical ceilings and boxed fluorescent lighting, as well as decorative effects such as the large planter at the entrance. Two oil paintings near the front of the office are illuminated at night. Spotlights are also mounted in the overhang outside.

One special feature Thorsen balked at, however. He rejected the idea of having music piped into the offices, believing that in a real estate transaction the client and the salesman should have each other's undivided attention.



**YOU'LL FIND THIS MARK  
OF QUALITY IN ALL 250  
HOMES AT...**

## **GLENBROOK COVE**



*Sleek, modern, narrow mullion Qualitybilt Casements and an attractive Combination Door are shown on one of the more than 45 different styles of homes in the Glenbrook Cove development.*

Glenbrook Cove . . . a 250-unit development in Cedar Rapids, Iowa, will carry a distinctive name on every casement and door . . . **QUALITYBILT!** The homes are of contemporary and traditional design ranging from \$20,000 to \$35,000, and are being constructed by the Hawkeye Lumber & Mill Co. Mr. D. H. Barry, Vice President of Hawkeye,

explains their selection of **QUALITYBILT** products this way: "We regard the new Qualitybilt Casement as the finest obtainable. As far as we are concerned, in houses of this quality, we would use no other."

If development building is your business . . . why not investigate the advantages of **QUALITYBILT** products. Write us for name of nearest distributor

### **FARLEY & LOETSCHER MFG. CO. DUBUQUE • IOWA**

*Since 1875, a complete line of QUALITYBILT building products*

**CABINETS** — Kitchen, Multiple Use, Wardrobe Storage and Vanities. • **DOORS** — Exterior, Interior, Combination, Garage and Screen •

**WINDOW UNITS** — Awning, Basement, Casement, Double-Hung, Storm and Screen • **DECORATIVE LAMINATED PLASTICS**

*QUALITYBILT Products are sold through wholesale distributors and local material dealers. Ask for them by name!*

**B**UYERS and sellers of real estate are probably more critical of real estate salesmen than of any other classification of salesmen. This doesn't mean real estate salesmen are poorer at their jobs than others, but does mean buyers and sellers expect *more* from you than they do from other sales people. The purchase of a home is the largest single purchase most individuals make in their lifetime. Buyers and sellers of real estate need more assistance than when they are buying or selling things that are less expensive or less important to their welfare.

Don't infer from this that real estate salesmen aren't improving in the judgement of buyers and sellers. They are. For example, in answer to the question, "Do you believe real estate salesmen are better today than they were ten years ago?" *ninety buyers and sellers out of 100 answered, "Yes."* But salesmen need to do *more* of what they are doing that buyers and sellers consider helpful.

#### How to be More Helpful

Doing just a little more of the right things will make you a better salesman. I asked buyers and sellers, "In what ways do real estate salesmen help you most?" Here are some typical answers from buyers:

"Locating the type of house we want."

"Saving time by seeing that a house meets our needs before asking us to look at it."

"Helping us persuade the seller to sell it at a reasonable price."

"Pointing out defects to us."

"Counseling us on the advantages and disadvantages of an

# What Do Your Prospects

# Think

Your prospects have an idea what a good real estate salesman *should* be. How do you measure up? What are you doing wrong? What can you do to give more service? What do your clients expect of you? Here are the results of an elaborate survey of buyers and sellers, made by a professional student of sales techniques.

area for our family requirements."

This is what sellers like about the help they get from salesmen: They find qualified buyers, obtain expert legal assistance, handle the negotiations of the sale, advertise the property, take on the burden of showing the property, help in getting financing, point out sales features effectively, and give sound advice on making repairs that will make the house more saleable.

If you fail to offer these serv-

ices, a buyer may decide, "He's all right to buy from but I'd never let him sell *my* house." A seller might decide, "He's OK to list with, but when I buy I'll contact somebody else."

#### Beyond the Minimum

Buyers and sellers both want greater help from you. What kind of help? Here are some of the answers buyers give:

"Make a greater attempt to find out what our needs are."

"Have a better knowledge of the property and the area."

"Give more information about financing."

"Point out the bad features of a property as well as the good ones."

"Show us houses within our means."

"Don't encourage us to buy a property you know isn't suitable."

Sellers said salesmen can be of more help by doing these things:

— Keeping them better informed of the reactions of interested prospects.

— Screening prospects better to eliminate gawkers.

Managing appointments for showings in a more businesslike manner.

— Learning more facts about

### Being a Better Salesman

If you want to improve — to make more money and serve more clients satisfactorily, following rules like these regularly will help you toward your goal:

- 1) Find out what buyers and sellers **like** and do **more** of it.
- 2) Find out what buyers and sellers **don't like** and do **less** of it.
- 3) Know what you're selling.
- 4) Keep the seller informed about the progress you're making.
- 5) Avoid both "high pressure" and "indifferent" attitudes.
- 6) Avoid irritating phrases and annoying mannerisms.





There's such a thing as being  
TOO persistent!



High pressure frightens prospects, sends them scurrying for cover.

# of you?

By CHARLES L. LAPP  
Professor of Marketing  
Washington University (St. Louis)



Indifference, too, is deadly —  
as far as your customers are  
concerned.

the features of the house, the lot  
and the neighborhood.

## Too Much or Too Little?

The good real estate salesman can be neither "high pressure" or indifferent. There is a middle ground between the two you should aim for. Too much attention will be interpreted by your customer as pressure; too little will immediately tag you as indifferent.

What do buyers consider "high pressure" tactics?

Buyers think you are pushing them too hard if you call constantly to find out if their mind is made up; if you try to get them to increase their bid on a property; if you rush them into making a decision or if you write up a contract before they say they will buy; if you tell them each property you show is a "dream home," built "just for you."

The sellers' definition of "high pressure" is similar. You're being too aggressive if you try to force them to accept contracts which aren't satisfactory; if you appraise their property at a high figure and then try to talk them into taking a lower offer; or if you insist on leaving your card even though they've told you they aren't inter-

ested in having you represent them in the transaction.

## "Pet Peeves"

Here are some "pet peeves" buyers admit to. Evaluate yourself to see if you are guilty of the shortcomings most frequently cited by buyers and sellers:

— Wanting to sell a property without giving the buyer a chance to think it over.

— Telling a seller you have an interested prospect when you haven't, just to get the listing.

— Assuming all your customers' property deals should be with you.

— Talking too much about unrelated subjects.

— Hounding people to sell when they don't want to.

— Not really being interested in helping your clients.

— Lacking a sound knowledge of construction.

— Prying into your clients' personal affairs.

## The Brass Tongue

As a salesman you work with words, and the *wrong* word may irritate your customer. Here are some overworked phrases buyers and sellers object to:

"This property is over-priced,

but you might like to look at it."

"I'm sure this house will be sold today because I know a number of couples who are interested in it."

"It's a steal at the price."

Another irritating habit is stating the obvious. Never say, "This is the kitchen," or "This is the bathroom." It makes the prospect feel either that you have nothing else to say or you aren't sharp enough to see what *isn't* obvious.

## Things to Watch

If you are going to serve *sellers* effectively, your selling techniques must be acceptable to *buyers*. Here are some Do's and Don't's to keep in mind:

1) Always be accurate about prices and fees.

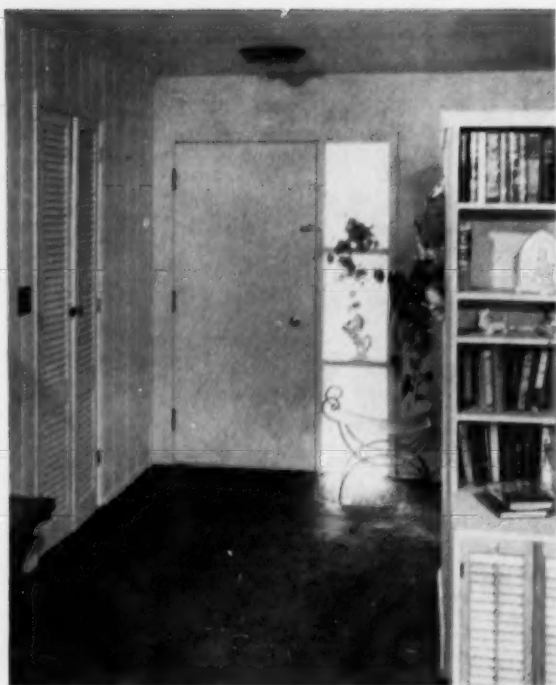
2) Have information on the price of items the seller wants to sell with the property.

3) Don't run down your competitors.

4) Don't be sarcastic when a buyer tells you he isn't interested in the property you're showing him.

5) Keep in close touch with your clients without being overly persistent.

6) Stay interested in your buyers *after* you've made the sale.



Ceiling diffusers are often combined with lighting fixtures to provide illumination as well as heat supply. The fixtures are adapted so that the air flow is not affected.

## Should You Use Ceiling Diffusers?

Long popular in commercial buildings, ceiling diffusers are now entering the residential market. Here are some facts you will want to know.

**C**EILING diffusers, concentric nests of cones or plates you often see in commercial buildings, have recently been adapted for residential cooling and heating. The diffusers have been designed to add more living space while providing draftless air circulation.

Chief advantage of the device is that it mixes incoming warm or cool air with the room air at a point well away from the occupants. This means there is never any noticeable air movement and the temperature is uniform to within a degree or two.

As the incoming air leaves a diffuser it pulls along with it about five times as much room air and a rapid mixing of the two air quantities takes place. Engineers call this "secondary air entrainment" or "induction." This high mixing ratio is responsible for the wide use of ceiling diffusers in commercial air conditioning.

While the value of this type of outlet is clear for handling cooled air, one might question its use for warm air. Warm air being lighter, has a tendency to rise and hug the ceiling. This is solved by coupling ceiling diffusers with return air grilles in the baseboards under the windows. During the heating season the grilles draw the cool floor

level air and thus pull the warm air down into the room.

Oblong rooms require two diffusers which is frequently the case with living rooms. When it is not practical to locate return air grilles directly under windows they may be placed immediately to one side.

A feature of this overhead diffuser-return grille type of system is its ability to increase measurably the amount of living space. The method makes all space usable. Furniture can be arranged in any way desired. A sofa in front of the return grille will not interfere with air movement out of the room.

External lighting fixtures may be adapted to the diffusers without affecting the flow in any way. Thus rooms may receive their central illumination, as well as their heat supply, from a light fixture diffuser.

With the exception of the supply ducts being in the attic instead of the basement, the overhead system follows standard installation methods.

The main vertical duct rises straight up through the house, preferably coming up in the eave space in the expansion attic house to miss the flooring of the attic

rooms. In these houses run-out ducts to the rooms below are laid between the joists and floored over. All branch ducts are kept between joists so there is no interference with attic rooms.

In ranch houses with low headroom utility attics ducts are positioned in the most convenient way. If the furnace is located in the utility room the vertical trunk goes directly to the attic space by either a graduated trunk or extended plenum system. The branch run-out ducts to diffusers may be either round or rectangular.

The only ductwork in the basement is the return ducts. Usually connecting two joists will make a return duct and thus leave sufficient headroom for a game room.

A correctly designed ceiling diffuser offers the home owner an air supply system which can eliminate the presence of drafts. Mixing is all done overhead.

Another argument in favor of the overhead system is that should it be installed originally for heating it can be at any time converted to a cooling operation simply by the addition of a refrigerating unit. And with the expected growth of residential air conditioning this could be an immensely valuable property asset.



## Revolutionary new plywood subfloor-underlay "saves up to \$500<sup>00</sup> per house"

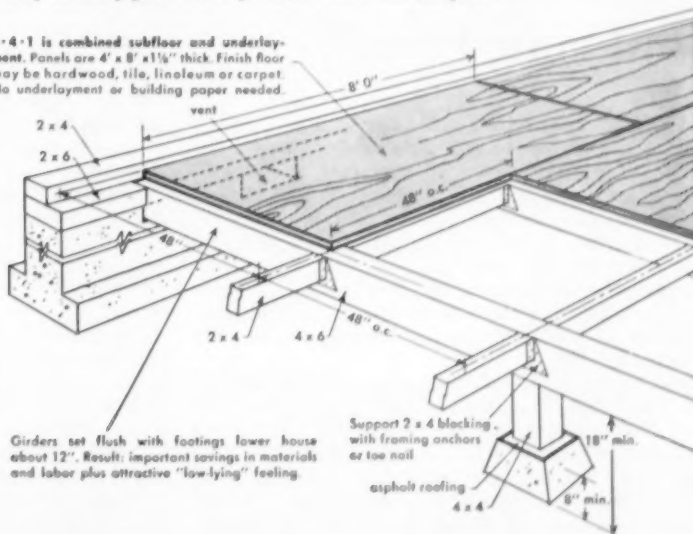


"The new 2·4·1 panel and girder system saves us up to \$500.00 per house over shiplap and joist construction," reports Ken Larsen, president Continental Construction Co., Seattle.

"Cost studies show two kinds of savings. First, in labor and materials on the floor itself. Second, contingent savings on heating and plumbing contracts, plus lower costs on sheathing, siding, painting, concrete steps and landing, due to 12" less exterior wall height."

The exact amount you can save with new 2·4·1 plywood depends on local costs and the type of construction you are now using. But whether it's fifty or five hundred dollars, 2·4·1 panel and girder floors *will* save money . . . provide truly superior construction . . . give your houses a "close to the ground" look previously possible only with slabs. Write for proof.

2·4·1 is combined subfloor and underlay-  
ment. Panels are 4' x 8' x 1 1/8" thick. Finish floor  
may be hardwood, tile, linoleum or carpet.  
No underlayment or building paper needed.



FOR MORE INFORMATION, write Douglas Fir Plywood Association, Tacoma 2, Washington

# They Sell by Emphasizing Plot Selection

A Long Island sales agent and builder are having success with a system of plot reservations in merchandising \$30,000 homes. The prospect selects a plot. The builder stakes out the house on the plot, showing which trees will remain. Only after the prospect verifies the plot, house and setting is he asked to sign a contract.

**W**HEN you're selling homes in the price range of \$30,000 and higher, you deal principally with people who've owned homes previously. They are discriminating purchasers.

Recognizing this, Kern Realty Company of Huntington, Long Island, is putting the emphasis on plot selection rather than deposits in merchandising a \$4 million project of 130 homes for the Gay Lore Development Company, Inc. Rather than focusing major attention on the sale of a house and then accepting a deposit, the salesman has the prospective buyer concentrate his interest on the several maps of the projected subdivi-

sion. The method, in essence, substitutes a system of plot reservations for the customary deposits on the sale of the houses. It also postpones contract signing until all representations by the builder can be visually verified by the prospective buyer.

There are 32 homes in the first group of the project, ranging in price from \$30,500 to \$32,500. There are three furnished exhibit houses. Plots are one acre or larger.

"Most buyers in this area," says Nicholas Piccione of the Gay Lore Company, "have had little experience with plots of such size and, as a result, often find it difficult to visualize the house in its proposed

setting. Therefore a major part of the sales effort must be centered upon plot selection, an area of selling in which a purchaser cannot reach a conclusion within a short period of time.

"When an interested buyer shows a preference for a particular plot, the salesman encourages the buyer to reflect further on his choice without a sense of obligation. A plot reservation is made without any deposit being required and a period of time is allowed while a complete physical survey of the plot and house is prepared.

"When the survey is completed, the prospective buyer is invited to return. He's taken to his plot, where the house and plot are staked out for him. Trees that are to remain undisturbed as part of his home setting are marked and identified," Piccione says.

The prospective buyer gets a complete picture of his home, plot and setting. When all the representations are clearly understood, the buyer is asked to sign a contract.

This method has already increased the percentage of sales consummated to 75% of the plot reservations made to date. In the New York area, Piccione says, only about 50% of the persons who make deposits on homes turn out to be bona fide buyers.

## What Do Your Letterheads Say About Your Firm?

**G**LANCE at your letterhead. Look at it as a stranger would. What does it say about you and your business? *What impression of you does it convey?* Be honest with yourself and decide if it makes you and your business look as you want it to: modern, up-to-the-minute. Or are you sure it doesn't date you or make you look cut-rate?

Now may be the time to call in a professional designer. Give him free rein after you have told him what elements you want and what impression you want to make.

According to letterhead designers, your stationery should bear these essentials: your firm name, the name of the building, the city, state and your telephone number. You will be surprised how often one of these four "musts" is left out. And you'd be wise to add a fifth: the function of your business. Local firms you write to will know. But to out-of-the-city strangers, the Aegis Energy Company, for instance, is a deep dark mystery.

Even though the name of your building is an

address of distinction, it helps the post office if you include the street address.

Evaluating the appearance of your letterhead, you should consider typography, paper, illustration, slogans, color and arrangement.

Ask a professional artist or designer to select the kind of type to use. Tell him what impression you want to make and he will find a suited type. Make sure the paper is good stock. The "feel" of the paper can telegraph a message to the reader of the letter. A quality paper connotes a quality firm. Try the "feel test" on your own letterhead.

Illustration is not necessary. But if you want to identify your company or function by a drawing, be sure it is done by a professional artist.

Slogans are touchy. If you have a good one, and you *know* its good, by all means use it. But don't be corny!

Color does as much as any one element to make letterheads distinctive. It can accent an important point, subdue an unimportant one. Before selecting a color, know first what it does to people, how it will affect different occupational and social groups.

Arrangements should be left up to your professional designer. He'll know what to do.

Remember that your letterhead is your personal representative, your advance agent . . . it talks about you. *Take a good look at the letterheads you received in today's mail. How do they meet these requirements? And is yours as good as it could be?*



# RECOMMENDATIONS .....

## Backbone of a Realtor's Success



Curtis C. Kimball has been actively engaged in real estate and appraisal work since 1920. President of the C. C. Kimball Company of Lincoln, Nebraska, he supervises activities of the property management, mortgage loan, insurance, and sales departments. Having specialized for 25 years in commercial sales and leases, in 1945 he became part owner of the Sharp Building, the city's largest office building, which his company now manages. In 1948 he promoted and became part owner of the Car-Park Building, one of the sizable parking buildings of the Midwest. His company has developed two of Lincoln's finest subdivisions. A graduate of the University of Nebraska college of law, Mr. Kimball served as president of the Lincoln Board of Realtors in 1932 and is a member of NIREB, SIR, and AIREA. Recently he was made chairman of the joint County-City Building Authority, charged with the responsibility of building a \$4 million county-city building.

THE new customers who walk into your office don't wear tags telling how they happened to come to you. If you were to take a poll — as many Realtors have — you would find a substantial number of your new clients come to you because someone whose opinion they respect has referred them to you.

These referrals, these word-of-mouth recommendations are the backbone of success in the field of real estate. And yet they are hard to come by. Unlike other businessmen, a Realtor doesn't have the opportunity to demonstrate to a client frequently his ability to serve. Yet service is the only thing he has to offer — the only thing that distinguishes him from any of his competitors.

To rate referrals, a Realtor must first of all merit them. But that alone isn't enough. You might take a lifetime to get satisfied customers to tell enough people about you. The second and most important step is to activate and stimulate referrals by continuously impressing upon the leaders of your community — the men at the head of your local grapevine — your leadership, integrity, quality, and ability to serve.

Recognizing this, Realtors have been enthusiastic in their praise of OWNERSHIP, a plan developed to help one outstanding Realtor in a community continuously improve relations with the key people who are in the best position to refer business to him. OWNERSHIP becomes one Realtor's own personal messenger of goodwill among the influential persons in a community, rendering them a service and connoting in a dignified, effective way the high standards by which he, the Realtor, operates.

### Realtor C. C. Kimball Enthusiastically Supports This Principle

"We believe OWNERSHIP is an excellent medium to convey some of the finer thoughts of the real estate profession to key people," says C. C. Kimball, president of C. C. Kimball Company of Lincoln, Nebraska. "Most firms stress direct selling which, of course, cannot be over-valued, but we often overlook the indirect method, or what I call 'The Secondary Salesman.' OWNERSHIP to me is a 'Secondary Salesman.' It calls to the reader's attention many of the fine points in our business that cannot be brought out in direct selling.

"This is our fourth year with OWNERSHIP and we are receiving an increasing number of favorable comments. We have no hesitation in saying that OWNERSHIP is a very worthwhile program."

*Typical of the outstanding Realtors associated with OWNERSHIP are: Paul E. Stark Company, Madison, Wisconsin; William Wilson Company, Pasadena, California; L. Davenport Boyd, Weston, Massachusetts; H. Edward Totske, Benton Harbor, Michigan; C. A. Bauer & Company, Kingsport, Tennessee; Ben F. Norris, Washington Court House, Ohio; Ralph Stallings Company, Oklahoma City; Ward Smith, Tacoma, Washington; Wyman, Green Blalock, Bradenton, Florida.*

*Ownership*  
"UNDER ALL IS THE LAND"

**NATIONAL REAL ESTATE AND BUILDING JOURNAL  
CEDAR RAPIDS, IOWA**

# How Much Do Sales Features Cost?

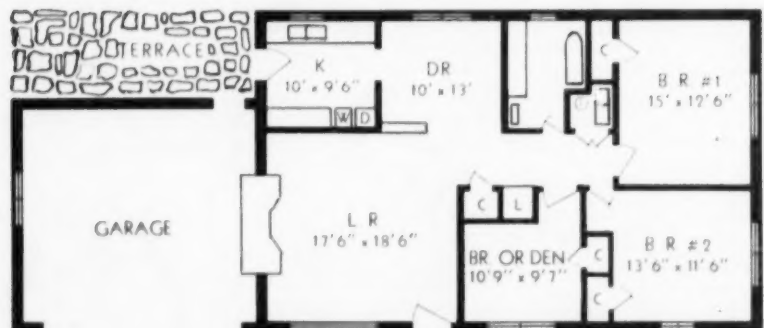
Knowing the relative cost of sales features can help you upgrade your houses. You must weigh each sales feature against its cost as well as against other sales features you might offer. Here is a guide to help you determine which features you should add to your houses.

**W**HAT sales features do your buyers want? What features can you add to your houses to make them more attractive, without pushing sales prices too high?

The relative cost of different sales features is an important part of your calculations. The ultimate decision — Is this particular feature worth the additional cost? — is one you have to make yourself. But having a clear idea how much each sales feature will cost, and how much it will add to the monthly mortgage payment, is going to make your final decision a lot easier. The following chart, prepared by General Electric on

the basis of an \$18,000, three-bedroom home, and assuming a 5%, 25-year mortgage, will provide a convenient starting place. If you or your builder-clients are building in a different price range or from a substantially different floor plan, you will have to work out your own estimates, using this chart as a guide.

If you are offering a centralized purchasing plan for your builders, you may be able to effect substantial savings on a number of these costs. In any event, setting up a comparative table of this kind will make your final decision a great deal easier and more realistic.



Where area, number of windows, etc. is a factor, this floorplan was used in estimates.

**GROUP I. Sales features usually necessary to be competitive in speculative market.**

IF YOU PROVIDE THIS (Advertised Sales Feature)	INSTEAD OF THIS (Lower-cost Alternative)	IT COSTS THIS MUCH MORE (Approximate)	% of Total Purchase Price†	Increase in Monthly Payments*
1. Inlay linoleum on kitchen floor	Linoleum rug, cut to fit	\$25.	0.14%	\$ .29
2. Attic floor insulation	No insulation	85.	0.47%	.99
3. Wall insulation	No insulation	72.	0.40%	.84
4. Ceramic tile bath	Plastic tile bath	180.	1.00%	2.09
5. Formica counter tops	Linoleum counter tops	45.	0.25%	.52
6. Kitchen ventilator	None	50.	0.27%	.58
7. Certified adequate wiring	60-amp entrance, #14 wire	80.	0.44%	.93

**GROUP III. Optional equipment and appliances frequently offered.**

8. Light conditioning	\$35 fixture "allowance"	\$200.	1.11%	\$2.32
9. Rubber tile flooring, kitchen and bath	Linoleum	32.	0.18%	.37
10. Any kind of fireplace	None	450.	2.50%	5.22
11. Swedish look-through fireplace	None	730.	4.06%	8.47
12. Bedroom vanity	None	95.	0.53%	1.10
13. Bathroom vanity	Standard bowl fixture	75.	0.42%	.87
14. Concrete or flagstone terrace	None	110.	0.61%	1.28
15. Planter-box divider (between living and dining areas)	None	70.	0.39%	.81
16. Brick or stone veneer (front side only)	Clapboard siding	375.	2.08%	4.35
17. Brick or stone veneer (to window-sill level only)	Clapboard siding	250.	1.39%	2.90
18. Combination storms and screens, aluminum	None	290.	1.61%	3.36
19. Lavatory or extra bath	One bath	300.	1.67%	3.48
20. Picture window	Finished wall, same area	90.	0.50%	1.04
21. Jalousie Windows	Double-hung windows	130.	0.72%	1.51
22. Wood casement windows	Steel casement windows	215.	1.19%	2.49
23. Two-car garage	One-car carport	1100.	6.11%	12.76
24. Sliding glass doors (48 sq. ft.)	Normally finished wall of same area	175.	0.97%	2.03
25. Exposed beam ceiling (L.R. only)	Plaster or wallboard	155.	0.86%	1.80
26. Built-in bathroom heater	None	45.	0.25%	.52
27. Wood-paneled den	Finished as bedroom	120.	0.67%	1.39

**GROUP III. Optional equipment and appliances frequently offered.**

28. Ventilating hood over range	None	\$60.	0.33%	\$ .70
29. Centralized air cooling (3-ton unit)	Hot-air heating only	975.	5.42%	11.31
30. Low-voltage wiring system	Conventional wiring	35.	0.19%	.41
31. Anticipative outdoor thermostat	Single room-thermostat	110.	0.61%	1.28
32. All electric kitchen (range, refrigerator, sink, disposer, dishwasher)	No kitchen appliances furnished	1690.	9.39%	19.61
33. Electric sink (disposer and dishwasher)	None	295.	1.64%	3.42
34. Built-in range	Conventional range	55.	0.31%	.64
35. Wall oven	None	145.	0.81%	1.69
36. Outdoor barbecue	None	175.	0.97%	2.03
37. Sunken bathtub	None	135.	0.75%	1.57
38. Sump pump	None	70.	0.39%	.81
39. Radio-controlled garage door	Manual garage door	225.	1.25%	2.61
40. Electronic-eye automatic doorbell and burglar alarm	Conventional doorbell	165.	0.92%	1.91

\*If added to mortgage at 5%, 25-year retirement, compounded monthly.

†Assumed to be \$18,000.



Simplicity is the keynote of this J. C. Nichols' window display featuring their Kansas City subdivision Red Bridge. Height of the display is held down to permit visibility of the lobby.

## Sharpen Up Your WINDOW DISPLAYS

Your display window can be a good salesman for you. But it must be attractive and interesting. Look at your own window display and then consider some of these basic principles.

By BOB WHITMER  
J. C. Nichols Company  
Kansas City, Missouri

**T**HE dingy real estate office with its cuspidor and jam-packed roll-top desk is a story of bygone days — but in viewing many of today's real estate offices it is amazing to see how many still have yesterday's show windows.

You wouldn't think of calling on a prospect in a dusty, wrinkled suit — but you will let the same prospect call on you, and walk right by your smudgy front window with the usual narrow ledge decorated by:

- (a) An artificial plant long ago faded by the sun;
- (b) A dusty model of a home put together for the youngster's model railroad;
- (c) The poster announcing a

play presented months ago.

Or perhaps it will have a blackboard on which you have scribbled a description of "Today's Best Buy," which has been on the market for six months.

This is an exaggeration, but deliberately so. It is amazing how little thought and intelligent use is made of the advertising space available in show windows.

Are your windows showing? Showing what?

Do they say, to the casual passerby, "Here is a progressive business firm. We take pride in being in business in this community. Come in, we're anxious to do business with you."

Or does your window announce

dejectedly, "Business is low but the door is open — come on in — we'll do business, if you insist."

Your window is either a deliberately planned display area with suitable depth for display, or it is the "open sesame" picture window to your lobby and office area. In either case, it is telling a story for you and your business. It should be immaculate, and maintained that way at all times.

If a picture window effect is intended, use it as such. Don't attempt to clutter the small ledge with a series of unrelated, uninteresting, outdated items.

If you have space for an actual display — then use it. *Make it work for you.* Such a display need not always be related to your business, but make sure it is planned and installed in a professional manner.

When using a professional decorator *don't tell him how to do his job.* When you are presenting a home, you are horrified when the talkative owner interrupts with items you know will only confuse the issue — give your window



decorator the same courtesy. He knows his job as well as you know yours. The results may not please you — but the real test is, "Does it attract interest from the passerby?"

Many windows are not used effectively because the management believes the display must be designed around "selling property." If professional creative imagination is not employed this can result in an effect which not only discourages sales, but actually radiates an *unfavorable* attitude toward the business. A few experiences like this will sour anyone on the use of windows.

Only in rare circumstances do we show or describe an individual piece of property. Instead, the windows are used primarily to build goodwill toward our overall operation. One of our most successful windows was developed around the theme of "outdoor patio living" and made use of barbecue ovens and other related items supplied by a local merchant. He was pleased at the opportunity to display, and we were pleased at the result.

We plan five major changes each year, varied with five minor rearrangements. This gives us a fresh looking window about every 30 days. Some windows are "quickies," for a week only. Others re-

main for a month or more, depending on the theme and the wearing qualities of the display.

A professional decorator is used. New windows have cost as little as \$50 or as high as several hundred dollars. Our themes are developed around current subdivision activity, seasonal items and tie-ins with local civic activities. For example, during International Trade Week, the Kansas City International Trade Club decorated our windows (at no charge to us) with items manufactured in Kansas City for export to foreign countries.

Themes may be developed around Easter, Thanksgiving, Mother's Day and a host of others. What could be a nicer gift on Mother's Day than a new home? The Christmas season permits beautiful and colorful displays. We rarely mention real estate, except as a subtle reminder a new home is an ideal family Christmas gift.

When the theme directly concerns our business, we know that large hand-colored photos (at least 16" by 24") and floor plans always attract considerable attention. Only one or two are featured at a time and they are artistically mounted. Never, under any circumstances, will we use a hodgepodge of home photos and home

descriptions. We do not try to compete with the classified section.

Since we enjoy a good walk-by traffic as well as being on a street with heavy automobile traffic, we plan our displays to attract the attention of both. This is especially important at night when the pedestrian traffic is low and the automobile traffic heavy. This requires special attention to lighting effects as seen from the street. Although our office closes at 5:15 p.m. the windows operate on a time clock and remain lighted until 11 p.m.

Many local stores and retail establishments are most anxious to have permission to tell their story and display their wares in an attractive window. It's easy to obtain cooperative tie-ins. If you have a display area and do not use it properly we suggest you remodel and permit your show window to be your office picture window. Modern offices are far more attractive to the passer-by than the dusty model home or the poster which advertises last month's show.

If you have a moderate or large employee group, you'll be agreeably surprised at their reaction to a well trimmed window. After all, they take pride in working for a company that has pride in its own "front" to the public.

## This Lobby Draws Tenants

FOR years, apartment house lobbies were drab, uninviting, frequently crowded areas squeezed into the architectural plan only out of necessity.

The day such lobbies were acceptable is fast passing away, and the lobby is coming into its own.

The new, three-section Sutton House apartment building in New York is a good example of the modern trend. The lobby of this apartment house has been treated as it deserves — as the attractive reception area tenants can be proud of.

Design treatment has made the building's private gardens an integral part of both the lobby and the glass-enclosed corridors connecting the three sections of Sutton House.

Floor-to-ceiling mirrors have been used throughout, along with down-lighting on light-colored terrazzo floors to create a natural "glow" in the lobby area. Textured wallpaper, plain structural brick walls painted white, and refreshing colors accent the garden character, while French Provincial furniture completes the setting.

The furniture was selected with an eye to hard



service as well as attractiveness, and the wallpaper was chosen not only to blend with the color and design scheme but to stand up under constant contact.

DECORATED BY VIRGINIA CONNOR DICK, A.I.D.  
ROBBINS AND LYRAS, ARCHITECTS

By T. GRAYSON MADDREA, C.P.A.  
Maddrea, Ferguson and Woody  
Richmond, Virginia



## *Solving Your*

**T**HE real estate developer purchases and improves land, builds residences in quantity and sells the land and building to the customer. The land and building materials are raw materials entering into the finished product — the residence — and the profit on the transaction is ordinary income. (We are referring to the developer who operates a continuous business of building and selling, not the taxpayer disposing of investment property.)

Because of many factors in today's economy the usual subdivision has a relatively short life — generally three years or less. This results in an ease of advance planning for the entire development,

which would not be possible otherwise. Many tax pitfalls may be avoided if every action, from acquisition of the land to liquidation of the venture, is planned in detail.

### **Taking Title to the Land**

If complete advance planning has not been made when the land is purchased, taking title in the name of an individual will provide more flexibility of organization. If the land is held unimproved for several years, it may increase in value, and sale to a non-controlled (80%) corporation for cash, or its equivalent, will result in capital gains treatment. Land to be designated for com-

mercial use, such as shopping centers, may be transferred from the individual to a separate corporation to carry out this purpose. Once title is recorded in a corporate name, however, a spin-off of part of the property may result in the disallowance of the surtax credit under section 1551.

### **Business Form of the Venture**

Advance planning and a review of the tax factors will determine the most advantageous business entity. The same tax considerations are present here as in other business ventures. In addition, other non-tax advantages lend themselves to the corporate form, for example:

"The same tax considerations are present in developing as in other business ventures," the author points out. What are these basic considerations? What type of business organization will give you the best tax advantages? How do you determine the cost of sales? Here is the advice of a noted tax expert in the field.

# Development Tax Problems

- (a) Ease of obtaining financing;
- (b) Limited liability if project is unsuccessful or later claims arise;
- (c) Release of mechanics liens;
- (d) Closing sales and partial release deeds;
- (e) Labor union relations.

On the other hand, operating losses are frequent in early years and the limited partnership or proprietorship may allow an offset against income from other sources.

## Multiple Corporation

Real estate development divides itself into three natural stages:

- (1) Development of the land into lots;
- (2) Building of residences;

- (3) Sale of land and residences to customers.

It is possible to effect a spreading of the profits over three corporations, each organized to perform one of the above functions. Thus, the land development phase is usually conducted by a new corporation for each subdivision and gain is realized only on the sale of the lots to the building corporation. After all land is sold, this corporation is usually liquidated or becomes dormant. The corporation engaged in building the residences generally is a continuous one; it realizes its profit on the sale of houses. The sales corporation, which is usually a continuous real estate organiza-

tion, earns commissions on the sale of the land and residence.

## Thin Corporations

Undercapitalized corporations seem to be very popular among developers. This is particularly true when the same individuals are engaged in several real estate operations at the same time. The use of personal credit of stockholders facilitates the granting of credit by banks and subcontractors, particularly if successful relations have resulted over a period of time. Unencumbered land may be exchanged for stock in the corporation by one of the organizers, allowing its use as collateral for funds borrowed to develop the property. When building of the houses begins, construction loans may be obtained periodically. Deposits made by customers prior to completion of the homes adds to the finances. (The many tax advantages of the "thin" corporation (and its dangers) cannot be considered in detail here but the reader is referred to "Fat Advantages of the Thin Corporation," *Taxes*, July 1954.)

## Determining Cost of Sales

Sound accounting principles play a major role in proper determination of the cost of sales, since gain or loss must be measured on each lot sold. The courts have consistently refused to find that apportionment of cost is impossible. Therefore, the taxpayer is not allowed to recover his entire cost before reporting gain. Cost must be apportioned to each lot "equitably" and not "ratably" when different sections of the land have various sales values. However, in the usual subdivision developed today in which homes are constructed in an assembly line manner and all offered at approximately the same sales price, all lots have the same value and the practical solution is to apportion the cost ratably. Apportionment has been allowed by the courts even if the taxpayer has recovered his entire cost in prior years because of faulty accounting practices. A deficiency could be assessed for prior years if the statute of limitations had not run.

- 1—The following items should be included in the cost of land:

- (a) *Purchase price, closing costs, clearing and filling expenditures.*
- (b) *Cost of constructing roads, streets, street signs, gutters, etc.*
- (c) *Sewer, water, electric lines and payments to induce private companies to extend trunk lines.*
- (d) *Estimated cost to complete above (but unexpended estimated cost at end of project will reduce cost of sales).*

**II — Reduce the cost of land by:**

- (a) *Sales of gravel, timber, fill dirt.*
- (b) *Receipts for easements sold to utility companies.*
- (c) *Subsidy grants from governments.*
- (d) *Fair market value of land (usually same as cost) donated to churches, localities and recreational organizations unless the donation will enhance the value of the subdivision. These items to be taken as a charitable deduction.*

**III — Do not reduce the cost of land for:**

- (a) *Land donated which will enhance the value of the subdivision, such as land donated to form a Country Club adjacent to the subdivision.*
- (b) *Land given to water, sewer or electric companies for rights of way, filter systems, etc.*
- (c) *Land and streets deeded to locality to obtain governmental maintenances.*

**IV — The amount determined by I minus II should be apportioned on the ratio of sales price of the various lots to cost if equitable apportionment is desired, or divided by the number of lots for sale if the cost is to be apportioned ratably.**

If the subdivision is to be developed by sections and not all at one time, the same determination set forth above will be necessary for each section. Care should be exercised to prorate the cost of "thru-roads," utility trunk lines and similar cost, which will benefit the entire project, to the various sections even if those sections will be improved at a later date. It is recommended that separate accounts be established for each section of the subdivision and the proper cost allocated at the beginning of the project. This procedure will be of particular value

if later plans necessitate the sale of a section which has not been improved.

**Elections Available**

A taxpayer may elect to include taxes and carrying charges in the cost of land. The code grants to the Secretary, or his delegate, the authority to determine the items to be capitalized. The items subject to the election include:

- (a) *Interest on a mortgage or loan;*
- (b) *Social security taxes;*
- (c) *Real estate taxes;*
- (d) *Sales and use taxes on materials;*
- (e) *Insurance premiums;*
- (f) *Other carrying charges.*

The items subject to the election must be "otherwise deductible." In the case of unimproved real estate, the election to capitalize may be exercised until completion of the development work. If "completion" refers to the entire subdivision, this creates a difficult problem of determining the estimated interest and taxes which will be incurred to the end of the entire project, particularly as to the sections being developed. As lots are sold and released from the master deed of trust, less interest will be payable as the principal amount of the mortgage is reduced. As a practical matter, however, when development is made by sections, practically all of the land improvements are completed within a short period and the capitalization of carrying charges and taxes may be determined fairly accurately for the first year; thereafter, the portion of these charges applicable to the developed section may be expensed, and those applicable to the undeveloped sections capitalized. This may seem to be contradictory to the meaning of "completion" set for above, but will result in a workable procedure with no material affect on taxable income. It is doubtful if the Commissioner will attack this practice considering the almost impossible "guess work" of the alternate solution.

The developer usually determines the approximate period of life of a subdivision, that is, until substantially all the lots are sold. Some developers wish to sell as quickly as possible while the market is available. Others wish to extend the sales over a period of ten years or longer to confine net income to the lower tax brackets. This decision must be made before the election to capitalize the

above items. If a project is to extend over a ten-year period, capitalizing carrying charges and taxes would result in endless adjustment of estimates. Considering the net operating loss carry-over provisions, the election to capitalize should not be made. As a rule of thumb, it is recommended the election to capitalize be exercised only if the proposed life of the development is three years or less.

The election to capitalize is exercised by attaching a statement to the return listing those charges included in the cost of land. However, the election is deemed to be exercised without a statement if the items are not deducted as a business expense.

**Charitable Deductions**

If land is donated to local governments or charitable organizations, the developer may deduct its "fair market value" as a charitable deduction. The donor does not realize taxable gain for any appreciation of the land. The donation should be unconditional with no strings attached. However, the cost of the land donated should be eliminated from the land cost account to prevent it being deducted again as a part of cost of sales. As a practical matter, the fair market value of such land is rarely in excess of its cost unless the donation occurs several years after the subdivision is completed.

**Second Mortgage Notes**

Only in rare cases will the developer accept second mortgage notes as a part of the sales price. If the development does not sell readily, he has the alternative of reducing the sales price or accepting a second lien for the down payment. Consequently, second lien notes are looked upon in the trade as a reduction of sales price and many developers consider them valueless until collected. Under this theory no amount is included in income until collections are received. This procedure is proper if the notes have no fair market value. Usually a second mortgage note from a fair credit risk has a value equal to face value less 5% for each year of the note, and occasionally may be sold for this discounted value. If this is true, the discounted amount should be included in sales when the sale is completed. In case of foreclosure by the first lien holder the developer will have a bad debt deduction if he suffers a loss on his second mortgage note.



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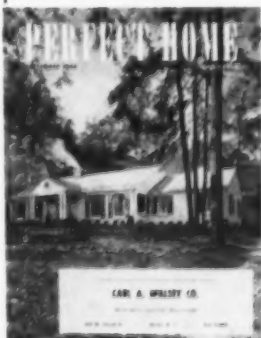
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Carl A. Willsey is president of the New York State Association of Real Estate Boards, as well as a director of NAREB. His company has been the builder of luxury subdivisions in Elmira for many years, and now also engages in obtaining, developing and subdividing land for contractor-clients. Mr. Willsey is a graduate of Cornell University.



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No. 136 in a Series

# Points of Property Law

- Some answers to foreclosure questions
- Tale of a sly old fox
- On settling fire insurance claims

By GEORGE F. ANDERSON

**I**N connection with the effect of foreclosure on leases the following questions often come up:

1. Can the owner on the eve of foreclosure cancel or modify a lease?
2. Can a tenant cancel his lease when a receiver is appointed?
3. Can the receiver cancel a lease made subsequent to the mortgage?
4. Can the grantee in the Masters' Deed cancel a lease made subsequent to the mortgage?
5. Can a tenant cancel his lease when a Master's Deed issues?

The answers, according to my view, are:

1. No. (First National Bank vs. Gordon 287 App. 83.)
2. No. (Same case.)
3. Yes.
4. Yes.
5. Yes.

**T**HERE was an old duffer (you may change "duffer" to "fox" if you wish) who owned a six-flat building clear. He lived in one apartment and did the janitor work and most of the repair work himself.

He had an old horse-faced housekeeper who was always ill tempered and dissatisfied. It's true she didn't get as much pay as some housekeepers on Lake Shore Drive, with whom she always compared herself, but she got all he could afford and, as far as that is concerned, all she was worth.

One day he came home and handed her a paper and said, "Here, Hannah, put this away in a safe place." It was a will giving her his entire estate.

After this everything changed. She became almost human and sometimes she actually smiled, although there wasn't much consolation in this, unless you enjoy a horse's smile.

A few years later he died and what do you think? A deed went

on record conveying the building to his son. The deed was dated a few months subsequent to the will.

As birds of a feather flock together, you often can know a person by the attorney he retains, and old horse-face retained an attorney who filed a bill to set aside the deed, that was just as ill-tempered and offensive as old horse face, but the gist of it was collusion to defeat the plaintiff under the will. But she didn't get very far because the law on this point is quite clear.

The court said:

"The grantor could not collude with anyone to defeat the provisions of his own will and could not defraud his prospective heirs or devisees under his will for the reason that they had no rights to be defrauded of. His property was his own, to be disposed of by his absolute direction, and no disposition which he might make of it could be a fraud on his heirs or devisees."

**P**PRIVATE alleys are provocative of controversy, and controversy is provocative of litigation.

When the alley is used frequently by the adjacent owners, everything goes along. But when it is not used much there is a temptation to encroach — perhaps first by a flower garden, or a hen house, or a portable garage. And this leads to complete appropriation.

There are protests, threats and finally an action for an injunction.

In such suits several principles of law are usually involved — Abandonment, Limitations and Laches.

The case of Yunkes vs. Webb, 339 Ill. 32, is typical. It expounds all of these principles in a way that is worth remembering.

"Where a deed refers to a plat or subdivision, the particulars

shown upon such plat or subdivision are as much a part of the deed as though they were recited therein . . .

"The easement in question was therefore an easement by grant and could not be lost to complaints by mere non-user. To constitute an abandonment of such an easement there must be, in addition to the non-user, circumstances showing that it was the intention of the dominant owner to abandon the use of the easement.

"It is the well-settled law of this State that where the continuity of adverse possession is broken before the statutory period has elapsed the benefit of the previous adverse possession is lost and the adverse claimant must commence his possession *de novo*.

"It is also urged by appellants that it was error for the chancellor to find that they had been guilty of *laches*. Mere delay in asserting a right does not bar the enforcement of the right in equity unless the statutory period allowed for asserting the right has elapsed.

"There must be, in addition to the delay, something in the conduct of the complainant which would make it inequitable to permit him to assert his title."

**O**NE of my esteemed correspondents writes that in his opinion if a fire insurance claim is honest, the company will not take advantage of my technical informality or violation of the policy to defeat it. In my experience with insurance companies they have been generous in settling claims, but they were all small ones, and all companies do not have the same practice. On the other hand, if you look in an encyclopedia of law, or a textbook on insurance and see the thousands of cases that have been fought on technicalities, you won't feel so complacent about it. It's a bad frame of mind for a business to get into. "Everything is going to be all right." It is better to have all instruments properly drawn so you can rely on the law, and not need to rely on the honesty and good will of individuals. Individuals have a way of convincing themselves they are acting honestly even when they pick your pocket. A pickpocket told me once he thought he was doing the right thing because he had so little money and his victim had so much. He thought it was God's will that he should equalize the distribution.

## Product Progress

(Continued from page 18)

### Concrete Masonry Homes

9-23

A series of 40 concrete masonry home designs for every taste highlight a new 64-page book just prepared by the National Concrete Masonry Association. Titled "Concrete Masonry Homes," the book shows the many possibilities of beauty and economy available in homes of this material. Price of the book is \$1. Copies may be obtained from National Concrete Masonry Association, 38 South Dearborn Street, Chicago.

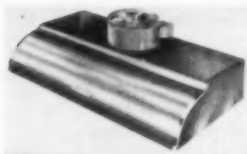
### List of American Standards

9-24

Sixteen hundred American Standards are indexed in a free list just published. Codes for building and plumbing, fire tests and safety precautions in construction, modular coordination and civil engineering standards are listed as well as a description of the work of the American Standards Association.

### Range and Hood Fan

9-25

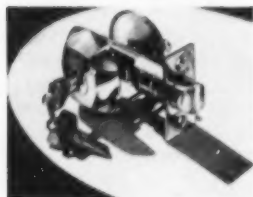


A combination range hood and factory installed pre-wired fan is now produced by NuTone. A choice of white or copper enamel finishes is offered with provisions included for a grease filter and incandescent light. The hood is available in lengths of 30, 36, 42, and 48 inches. Specifications for the installation of these hoods are given in a folder put out by NuTone.

To get further information about any of the items in "Product Progress," use the inquiry form on page 10. It's simple, quick, and there's no obligation.

### Handsome Locks

9-26



A new auxiliary lock of simplified design has just been introduced by Dexter Lock Division of Dexter Industries. Available in spring latch, dead bolt or dead-locking latch types, the unit is ruggedly built and guaranteed for the life of a building.

### Outlet for Modern Appliances

9-27



The requirements of new appliances such as automatic dryers are met by a new three wire polarized flush power outlet furnishing 30 ampere, 250 volt power. Manufactured by the Arrow-Hart & Hegeman Electric Com-

pany, the outlet features simplified straight-through wiring for easy quick installation.

## AN IMPROVED Key Lock

- Large Key Chamber
- Can be fastened almost any place
- Advanced and so simple in design



## The Better Way

Let ONE SUPRA KEY give access to all your properties at any time without delay to customer or salesman. Write today for details.

## SUPRA SUPPLY

1057 Schurman Dr.

Salem, Ore.



## PROSPECT AND CLIENT REGISTER

\$10 Postpaid

"How valuable we have found your wonderful Prospect Register in our office. It has enabled us to keep our records more accurately and efficiently." — Anne Tierney, Realtor, Babylon, New York.

"Thanks for telling us about the Prospect Register. It is very useful in registering prospects for properties and in matching them against our listings." — Francis L. Yingling, Realtor, Bayonne and Bernardsville, N. J.

This brand new work book is simplifying sales work for hundreds of firms over the country. It is a permanent record for all prospects and clients, with space for 2,000. It solves salesmen's disputes, makes sales easier, cuts overhead, increases profits. Brochure on request.

Order copies today for your office and salesmen.  
Sold on Money Back Guarantee

John J. O'Marr  
1660 N. Western Avenue  
Los Angeles 27, Calif.

Please send me postpaid \_\_\_\_\_ copies of the REAL ESTATE PROSPECT REGISTER. I enclose my ☐ Check ☐ Money Order in the amount of \$10.00 per book.

Amount enclosed \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



## SELL MORE!

## SELL BETTER!

This great new sales guide, written by outstanding real estate men and sales specialists, contains a world of information on your day-to-day sales and sales training problems.

"Sell More! Sell Better!" brings you, in one handy book, ALL the articles in the JOURNAL's widely acclaimed **Sales Training Series**, plus many other hard-hitting, useful articles by leading authorities — articles that will help you get **better** listings, chalk up **more** sales. Here is the cream of the JOURNAL's sales articles, collected for the first time, designed for daily use by brokers and salesmen. Vital articles like these:

- What Finally Makes 'Em Buy?
- How the Professional Salesman Makes His Approach
- Sharpen Your Sales Techniques
- Make Your Telephone Pay Dividends!
- How to Get Your Price
- How You Can Get Better Salesmen

You'll want to have a copy for each one of your salesmen as well as your personal copy. You'll want to use these provocative articles to spark your sales meetings. You'll want to use these tried-and-tested ideas to generate more enthusiasm, more listings, more sales.

**ONLY \$1.50 PER COPY**  
**Five Copies or more, \$1.00 each**

Order Your Copies Now — the supply is limited!  
Fill out the order form below and mail it today.

### NATIONAL REAL ESTATE AND BUILDING JOURNAL

Department 5TB  
427 Sixth Avenue, S.E.  
Cedar Rapids, Iowa

Here's my check! Send me \_\_\_\_\_ copies of **SELL MORE! SELL BETTER!** (\$1.50 per copy. Five or more copies, \$1.00 each.)

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_

State \_\_\_\_\_

### CORRECTION

*Real Estate Law in Action*, by JOURNAL legal editor George F. Anderson, was noted in the August issue as selling for 50 cents. The price for Mr. Anderson's book is \$1.50. Copies may be obtained by writing the publisher, University Printing Company, 1410 E. 62nd Street, Chicago 37, Illinois.

### Built-In Ranges

9-28



dividual homemaker.

Your choice of stainless steel, white porcelain enamel or antique copper finishes is now available in a new 10 unit line of RCA Whirlpool gas and electric built-in ranges. Both ovens and surface units allow a flexibility of arrangement to suit the needs of the in-

Looking for new sources of income? Check the National Real Estate Marketplace section on pages 50-53. If you have potential buyers, contact Marketplace advertisers for quick action.

### Year-Round Temperature Control

9-29



Majestic announces the production of an air-conditioning unit designed as a companion for their automatically fired furnace. The pair will supply year-round indoor comfort. These compact units are self-contained, water-cooled and available in a wide range of sizes and types featuring double-tube condensers which are more costly initially but are said to lower operating costs.

### Mid-Floor Outlet

9-30



across wiring safely and is ribbed to prevent slipping. The manufacturer is Ideas, Inc. of Wyoming.

"Electriduct", new over-the-floor extension duct for mid-floor wiring is made to plug into a wall outlet and comes in standard four, five, six and ten foot lengths as well as custom sizes. This stumble-proof extension permits equipment with casters to roll



## Letters from Readers

### Commission Protection On Leases

"The article regarding 'Leasing Responsibilities' in your August issue is very interesting and is well done. I was particularly impressed with Mr. James G. Bowen's comments and with his lease listing which protects his office on a commission. I have written to Mr. Bowen asking him for the form which he uses.

"In our office we have been struggling with the same problem and have evolved a commission agreement which is executed simultaneously with the signing of the lease. One such agreement provides as follows: '... the first party hereby covenants and agrees to pay to the second party a sum equal to three and one-half per cent of the first year's rent and three per cent of each succeeding year's rent during the term of the lease between A B C Company and C D E Company or any ex-

tension or renewal thereof. Said sum shall be due and payable at the beginning of each term created so long as A B C Company, its Successors or Assigns, continue as Tenants of the aforesaid premises.' This is all understood in advance, but we happen to prefer to put it in this form since we frequently have leasing situations where we are not able to get written exclusive listing agreements in advance."

ROBERT E. HICKMAN  
Wilmington 1, Delaware

### Comment on the New Format

"I have been wanting for a long time to tell you what an improvement the new size *National Real Estate and Building Journal* is because it is much easier to handle and to carry. It certainly was a change for the better.

"Keep up the good work."

HENRY G. WALTEMADE  
New York, New York

### How to Order FHA Booklet

"We have received from the office of the Administrator, HHFA,

a copy of your memorandum to the Superintendent of Documents forwarding a supplementary list of realtors that have asked about FHA publication, 'This Is the FHA,' which was mentioned in your May issue.

"Orders for the booklet should be sent direct to the Superintendent of Documents, Government Printing Office, Washington 25, D.C., as the item in your May issue explained. An order should have enclosed with it 15 cents in cash, or a check or money order payable to the Superintendent of Documents. I am told that if the price is not enclosed, the Government Printing Office simply ignores the request.

"I mentioned this in case there should be any further question from your correspondents.

"We are glad to know of the interest in the booklet on the part of your readers."

H. KINGSTON FLEMING  
Federal Housing  
Administration  
Washington 25, D.C.



- No Bolts
- No Nails
- No Screws

All Welded  
in one piece!

Weatherproofed  
in Green or Black

Stocked in Two Sizes

Special Sizes Made  
To Order

22"x14" Wt. 8 Lbs. \$3.25  
20"x12" Wt. 7 Lbs. \$2.95

Prices include freight on 25  
or more, smaller lots F.O.B.  
Birmingham, Ala.

Send us a trial order. If not satisfied, your money will be refunded.

**McDonald Burglar Bar Works**

P. O. Box 1687

10 Second Ave., No.

Phone ALpine 4-3962

BIRMINGHAM, ALABAMA

A place for everything — everything in place with

*"Deal Saver"*

**FILE  
ENVELOPES**

FOR REALTORS



For Legal Files  
10 x 15  
Sr. Size

For Letter Files  
9 x 12  
Jr. Size

- Progress of deal instantly visible
- No hunting for mislaid papers
- Nothing omitted — nothing neglected
- Printed check list covers every item

"USED BY REALTORS IN 48 STATES AND CANADA"

### NEW POLICY

WE PAY POSTAGE  
ANYWHERE IN U.S.A.

You risk nothing —  
money back if  
not satisfied.

Just send \$10.00  
and STATE SIZE.



"Deal Savers" make my work easy!

**LINCOLN PRESS, 407 E. 4th St., Royal Oak, Mich.**

Gentlemen:

Enclosed is my check for \$10.00

Rush 100 "Deal Savers" \_\_\_\_\_ size.  
Add 3% sales tax in Michigan

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

# 65,000 Realtors and Investors Cooperating To Sell and Buy Your Important Properties

***Reach All 65,000 — for as little as \$35***

## The National Real Estate Marketplace A New Service to Help You Sell More, Lease More, Exchange More

For as little as \$35, you can advertise any property to more than 65,000 Realtors, property owners, chain stores, industrial organizations, insurance companies, and other investors.

Here's how the National Real Estate Marketplace works: Send us the information (and picture if desired), on any property for sale, lease or exchange to out-of-town clients. You must be willing to pay commission to cooperating brokers.

Your advertisement will be featured in the National Real Estate Marketplace of the JOURNAL, and *at no extra cost* it will be featured in the quarterly National Real Estate Marketplace *Bulletin*. Each quarter, the Marketplace *Bulletin*, including all the advertisement-listings appearing during that quarter in the JOURNAL, will be mailed to *every* Realtor in the United States — more than 58,000 — plus the leading industrial organizations, chain store organizations, insurance companies, and other real estate investors.

### All this at revolutionary low rates!

The cost of the Marketplace service is exceedingly low. Yet, when your advertisement-listing appears in the JOURNAL, it will also appear in the Marketplace *Bulletin* for that quarter at no extra cost.

Your offering will have month-long impact in the JOURNAL Marketplace, plus sales action for a full three months through the Marketplace *Bulletin*!

#### MARKETPLACE RATE SCHEDULE

Size (in inches)	One Time	Three Times	Six Times
3 1/2" wide x 1 1/4" high.....	\$35	\$30	\$25
3 1/2" wide x 2 1/4" high.....	\$45	\$40	\$35
3 1/2" wide x 3" high.....	\$55	\$50	\$45
3 1/2" wide x 3 3/4" high.....	\$65	\$60	\$55
3 1/2" wide x 4 1/4" high.....	\$75	\$70	\$65
3 1/2" wide x 5" high.....	\$85	\$80	\$75

NATIONAL REAL ESTATE AND BUILDING JOURNAL  
427 Sixth Avenue S.E.  
Cedar Rapids, Iowa

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Size of advertisement \_\_\_\_\_

Picture enclosed \_\_\_\_\_  
(Please check)

Fill out the coupon at left and attach copy for your advertisement-listing. It will appear both in the National Real Estate Marketplace section of the JOURNAL and in the Marketplace *Bulletin* to 65,000 Realtors and investors at *one low rate*. A proof will be mailed to you prior to publication. Cost of engravings will be billed to you at publisher's cost.

See advertisement-listings  
on the following pages  
for suggestions

# NATIONAL REAL ESTATE MARKETPLACE

## MEMPHIS, TENNESSEE RIVER and RAIL PLANT SITES

ON THE MISSISSIPPI RIVER  
WITH A 50 MILLION DOLLAR STILL WATER HARBOR

- Center of the Mid-South
- Convenient to Serve Seven States With More Than a Two Billion Dollar Commodity Consumption
- 3 to 50 Acre Sites With All City Utilities and R.R. Tracks at Low Reasonable Prices
- Sale-Lease-Build to Suit
- Broker Fully Protected

**E. O. BAILEY & CO. INC. REALTORS**  
INDUSTRIAL SPECIALISTS

128 Monroe Ave. Memphis, Tenn. L. D. Phone JACKSON 5-1481

## TRAILER PARK



## PALMETTO, FLORIDA

Located on the West Coast of Florida, and facing the beautiful mile wide Manatee River, 25 acres in all, 11 acres developed with 12 streets, 231 modern trailer lots, city water, sewer, and electric meter to each trailer. Complete laundry facilities. Office, store, post office, recreation hall, shuffle court are some of the many features. Palms, pine and oak trees, provide shade and add beauty to this modern and sanitary park. Large pier and dock make a fisherman's Paradise. Boats to rent. Age and disability forcing sale.

For further information see or write

J. E. Tankey (owner), Jet Trailer Park, Palmetto, Florida,  
or  
J. E. Tankey Realty, 39 Stanton Avenue, Akron 1, Ohio.

## DRY CLEANING PLANT

Equipped with the latest type machinery (petroleum), modern plant, good lay out, has fur storage vault, one truck and one store in shopping center. Sales average \$100,000 per year, five year record. Capacity for greater volume. Buildings leased. Located in a progressive city within 50 miles of Evansville. Sacrifice price: \$69,500. Reasonable terms to qualified buyers.

## STAN HEUGEL, REALTOR

11 S. E. Third Street Phone HA 3-3165  
EVANSVILLE, INDIANA

## AN UNUSUAL INDUSTRIAL PROPERTY



## PLAINVILLE, CONNECTICUT

Woodford Avenue, fireproof brick, four story building. Ideal for Shopping Center. 42,000 sq. feet of space, 12 acres of level land area around building. Landscaped, complete sprinkler system, city water and river for process water on property. Boiler house with two oil fired high pressure steam boilers. Three phase service supplied by Connecticut Light & Power Company. RARE OPPORTUNITY. Authorized sale price \$110,000. IMMEDIATE SALE OR LEASE. LONG TERMS.

ALL LICENSED BROKERS PROTECTED

*Exclusive Listing*

## RUSSELL L. DEMARCO

Real Estate Agency  
Meriden, Connecticut

607 Main Street  
Phone Beverly 5-7113

## 3,500 Acres In Booming Arizona For Commercial or Industrial Development

Located midway between Tucson and Phoenix, on the main connecting highway, this 3,500 acres on three ranches is also served by the main line of the Southern Pacific Railroad and Arizona Public Service's new Saguaro power plant. Property includes registered landing field for planes, subdivided town with water and gas lines installed, two modern duplexes, a lovely four-bedroom home and a small furnished hotel with eight sleeping rooms and dining facilities for 48 persons. A substantial portion of the acreage is under cultivation, and there are a number of wells now operating for irrigation and domestic use.

With more than one-and-a-quarter miles of highway frontage there is tremendous opportunity for commercial and industrial development.

The total package has a fair appraisal value of more than \$450,000, yet the total price, including all improvements, is only \$300,000. \$100,000 down, with convenient terms on balance.

The ORIGINAL Phoenix specialist in commercial and industrial exclusively.

## JAMES G. BOWEN, REALTOR

SIR, CPM

106 N. Second Ave.

Phone Alpine 8-2665

Phoenix, Ariz.

# NATIONAL REAL ESTATE MARKETPLACE

## BRICK FACTORY BUILDING FOR SALE

One-floor plan, L-shaped, 13,800 sq. ft.; completely automatic steam heating plant, vacuum return, 4,000-gal. oil storage. Sprinkling system, air-lift from floor level to loading platform on railroad siding. Building in good repair inside and out. Possession Jan. 1, 1957. Can be seen anytime. Lot size 132' x 132'. Located in Delphos, Ohio.

**WILLIAM M. JONES, Realtor**

Commercial Bank Bldg.

Delphos, Ohio

In the Fabulous Florida Keys!

## MARATHON HOTEL, MOTEL and DOCKS at Marathon, Florida

Present improvements include 31 cottages, 4 apartments, Drive-In Restaurant, Cocktail Lounge, Roof Garden Dining Room, 50-berth Marina, 1400' fishing pier, 50 x 100 modern swimming pool, Lighthouse, Office and 63', 50-passenger fishing boat "Marathon Lady."

Price: \$850,000

Terms: \$250,000 cash. Balance 20-year  
PM mortgage @ 5%.  
Brochures on request.

**JACK JUSTICE**  
*Realtor*

9515 Harding Ave.

Miami Beach, Florida

"Justice for Buyer and Seller"

UN 6-7646

## MOTEL

EUREKA, CALIFORNIA



Are you looking for a good motel in a fool-proof location? Here is one practically new, well-established and with an annual gross over \$50,000. Retiring owner will accept \$50,000 down in cash, first trust deed or good income property. For pictures and full information, contact

## FLEISHER & SPAIN

REALTORS

Richard Fleisher

Robert F. Spain

SCOTIA, CALIFORNIA

## 2187.76 Acres Cut-Over Hardwood Land

In 10 sections of Avoyelles Parish, La., adjacent to Bayou Choctaw and Du Lac Bayou, as a whole, \$50 per acre, 1/2 mineral reservations, 1/4 cash balance 5 annual payments, 5% interest. When cleared in productive area adjacent to bayous for farm or grazing purpose. Details, write:

**JAMES N. CHAMBERS**

P.O. Box 1573, Alexandria, La.

or Phone 2-3572

## ARKANSAS NIGHT CLUB



Situated on seven acres of land, with 500 ft. frontage on State Highway 7, the Rebel Night Club is the largest in south Arkansas. Building has 6,786 sq. ft. of floor space, seating capacity for 400 people, and 1,200 sq. ft. for dancing. Six rest rooms, three-room living quarters, and large, fully-equipped kitchen with side service room for curb trade. Adjacent to Snackover, in the heart of the Snackover oil field, the club has city water, natural gas and all other conveniences. Sales price is \$40,000. Brokers fully protected and a ten per cent commission.

**EL DORADO REAL ESTATE CO.**

205-206 Masonic Temple

El Dorado, Arkansas

## in Philadelphia's "TIMES SQUARE OF INDUSTRY"



**224,000 SQ. FT.**

for Heavy Duty Manufacturing  
or Warehousing

ARAMINGO AVE. AND CUMBERLAND ST.

- CRANE and RAIL FACILITIES
- HEATED and SPRINKLERED
- ADDITIONAL PARKING AREA

**ALBERT M. GREENFIELD & Co.**

INC. A COMPLETE REAL ESTATE INSTITUTION

Walnut and Juniper Sts.  
Philadelphia 7, Pa.



An Advertising Service for outstanding properties for sale, lease or exchange. Realtors with interested clients are invited to contact these companies.

## Office Building Location Brookline, Massachusetts near Boston Line

320,000 square feet with 745 feet frontage on busy Route 9. Site of unusual beauty, utility and advertising value. Perfect for your New England office headquarters. Will subdivide. Sell or build on lease-back. For information:

LAURENCE L. DONAHUE, Vice President

**R. M. BRADLEY & CO., INC.**

622 Hammond Street  
Brookline 67, Massachusetts



### APARTMENT HOUSE (608)

965 Avenue C., Bayonne, New Jersey

50' x 100'; \$20,000 over mortgage. (Mortgage, 28 years, \$125,000, 4% interest and 1½% amortization.)

Exterior of the 3-story, 5-year-old building is new brick. It has colored tile baths, modern appointments in its 17 units.

**C. B. Snyder Realty Co., Inc.**

61 Newark St., Hoboken, New Jersey Phone: SW 2-3800

## BIRMINGHAM, ALABAMA

### Place Your Warehouse or Manufacturing Plant Here

- 11.5 acres on Seaboard R. R. for \$18,750.
- 12 acres approx., served by Southern and Seaboard, close in, for \$66,000.
- 12 acres on Southern R. R. for \$18,000.
- 9.175 acres on Frisco R. R., industrial water close in, for \$44,000.
- 35 acres Pinson Valley, L&N R. R., industrial water, for \$1,500 per acre.

Robert Jemison, Jr., S.I.R.

**JEMISON REALTY COMPANY, INC.**  
**REALTORS**

Established 1903

2105 Third Ave. N. Birmingham 3, Alabama

## COMPACT — MODERN — VERSATILE

**\$75,000 — Will Finance**



Fireproof construction, 80,000 cu. ft., four-car attached garage, adequate parking.

"Luckily located" on MILWAUKEE's north side, near industries; first floor adapted to various uses: supper club, distributing business, light manufacturing, etc. Modern apartment upstairs!

Write or Phone — No Obligation

**Better Homes of Milwaukee, Inc.**

3600 W. Burleigh Street

Milwaukee, Wisconsin

## BIG SPRINGS RANCH

Chico (Butte County) California

3,697 acres deeded land at \$30 per acre, plus 501 acres leased. 8 room modern home, 3 room guest cottage, other bldgs. Two fine fishing streams, hundreds of deer. Secluded. Ideal stock ranch and private fishing and hunting estate. Perfect climate, 1,200 to 2,400 ft. elevation.

**Total price \$110,000.00**

Write for brochure and brokers deal.

**WILL TRADE**

**FRANK MACBRIDE, JR., Realtor**

2101 Capitol Ave.

Sacramento, California

## To Sell, Lease or Exchange...

... advertise any property in the National Real Estate Marketplace. For as little as \$35, your ad will appear in the Marketplace and at no extra cost will be reprinted in the quarterly Marketplace Bulletin, sent to 65,000 Realtors and Investors, ready to cooperate in getting your property sold.

### Marketplace Rate Schedule

Size (in inches)	1 Time	3 Times	6 Times
3¼" wide x 1¼" high.....	\$35	\$30	\$25
3¼" high x 2¼" high.....	\$45	\$40	\$35
3¼" wide x 3" high.....	\$55	\$50	\$45
3¼" wide x 3¾" high.....	\$65	\$60	\$55
3¼" wide x 4¾" high.....	\$75	\$70	\$65

**NATIONAL REAL ESTATE  
AND BUILDING JOURNAL**

427 Sixth Avenue S.E.

Cedar Rapids, Iowa



# Among Ourselves

**P**ROMINENT American Realtors, such as Louis Glickman of New York and Harrison L. Todd of Camden, New Jersey, will be among the featured speakers at the annual convention of the Canadian Real Estate Association. To be held in Halifax, Nova Scotia, the conference is scheduled for October 1-3, and the Canadian Association extends its invitation to all interested American Realtors. For more complete information, write H. W. Follows, executive secretary, Canadian Association of Real Estate Boards, 1883 Yonge Street, Toronto, Ontario, Canada.

New York leads hands down in number of renters residing within its boundaries, according to a Bureau of Labor Statistics study of 11 cities in the million population bracket. New York's renters num-

ber 83% of the total population. Chicago, Boston, Newark, Washington, San Francisco, St. Louis, Cleveland, Pittsburgh, and Baltimore all show a renting population of more than 50%. Los Angeles, according to the analysis, is low among the 11 cities with only 41% of their population in the "renter" classification.

NAREB's move to new and more modern office quarters in both Chicago and Washington has been completed. New address of the Association's national headquarters, formerly located at 22 West Monroe Street, is 36 South Wabash Avenue, Chicago. The new Washington office is located at 1300 Connecticut Avenue, N. W. The Washington branch, comprising NAREB's Department of Public Affairs and Society of Industrial Realtors, was previously located at 1737 K

Street, N. W. National headquarters in Chicago houses the Association's administrative staff and the Departments of Information, Education, and Field Services, as well as the following eight affiliated institutes and councils: National Institute of Real Estate Brokers; American Institute of Real Estate Appraisers; Institute of Real Estate Management; National Institute of Farm Brokers; American Society of Real Estate Counselors; States Council; and Woman's Council.

Two major building projects are taking shape in Detroit. One is a \$100 million face-lifting which will transform one of the city's worst slum areas into a medical center. The center, taking in 208 mid-town acres, will include research buildings, a medical campus, and expansion of facilities of four of Detroit's largest private hospitals. The other project is a \$24 million luxury hotel to be built by Conrad Hilton, with local civic and business leaders guaranteeing \$15 million of the cost.

Carrier Corporation is using the "trading stamp" idea in its promotional work for builders using Carrier air conditioning. In Texas, ads point out that up to 71,000 trading stamps will be given to purchasers of Carrier equipped homes.

## CLASSIFIED SECTION

AAA-1 rated tenant will lease 25,000 to 60,000 sq. ft. building situated on 5 acres and up for expansion and parking or will sign long term lease on new one story building if you have 5 acres and up in any city with not less than 100,000 population east of Mississippi River. Brokers cooperation invited.

Mitchell Realty Co., 276 - 5th Ave., N. Y. C.

Top quality Thermographed Stationery — Looks like engraving — costs no more than ordinary printing. Hammermill, Eagle, and Trojan Bonds. Write for Free Samples, Price List, and Special Introductory Offer. Lawndale Printing, 5135 S. Lawndale Ave., Chicago 32, Illinois.

### Training FOR

#### FUTURE REAL ESTATE

Brokers, Appraisers, Managers

Investigate our Home Study and Residential courses in Real Estate. Includes all phases of the business. Send for big FREE CATALOG today. No obligation. Approved for World War II and Korean Veterans.

**WEAVER SCHOOL OF REAL ESTATE**  
(Est. 1936)

2020N Grand Avenue Kansas City, Mo.

## SIGNS

Baked Enamel on Durable Steel

"Write for FREE SAMPLE, Illustrated Literature and Prices"

**LANCELOT STUDIOS**

100 SEVENTH ST., PITTSBURGH 22, PA.

## REAL ESTATE

# SIGNS

MADE TO ORDER

AND

IN STOCK

a full line of ready made signs for the...

REAL ESTATE AGENT

Send for Price List

**RICHMOND SIGN COMPANY**

DIVISION OF ENAMEL PRINTERS INCORPORATED

222 SOUTH FIFTH STREET

RICHMOND 19, VIRGINIA

**Energetic broker** — fully licensed by several seaboard states, real estate corporation officer, thoroughly familiar with real estate sales and field practice and theory, seeks to relocate in community of 35,000 (or less). Anxious to change to an environment and atmosphere emphasizing consistency, dependability and honor rather than less enduring gains. Particularly interested in a connection offering opportunity of gradually taking over full charge responsibility from broker who has worked hard and is now thinking of slowing down. Will provide for contractual arrangement covering rewarding retirement and other advantages to broker who wants to "take it easy" while his business identity continues. Communicate with G. A. S., 24 Whittier Place, Tonawanda, New York

### 25 Estate Hemlock \$15

Canadian Hemlock, Hardy Northern Grown, 18 to 24 inches tall. Special this month. 25 for \$15 — 100 for \$50 or 500 for \$200

The shipment at any later date

**WM. ROBERT MCGUIRE**

P. O. Box 1024

ELIZABETHTON, TENNESSEE

# CONSULT THESE SPECIALISTS...

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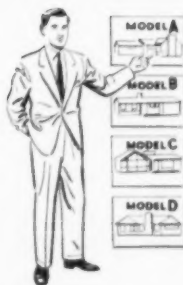
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